The Sacramento Observer

JUNE, 1974

VACATION GUIDE FOR BLACK AMERICANS

TRAVEL IN A YEAR OF HISTORY... VISIT CALIFORNIA...

TRAVEL

A LOOK AT CALIFORNIA CITIES AND VACATION SPOTS

Visit The World... In California

Black Americans are on the move!

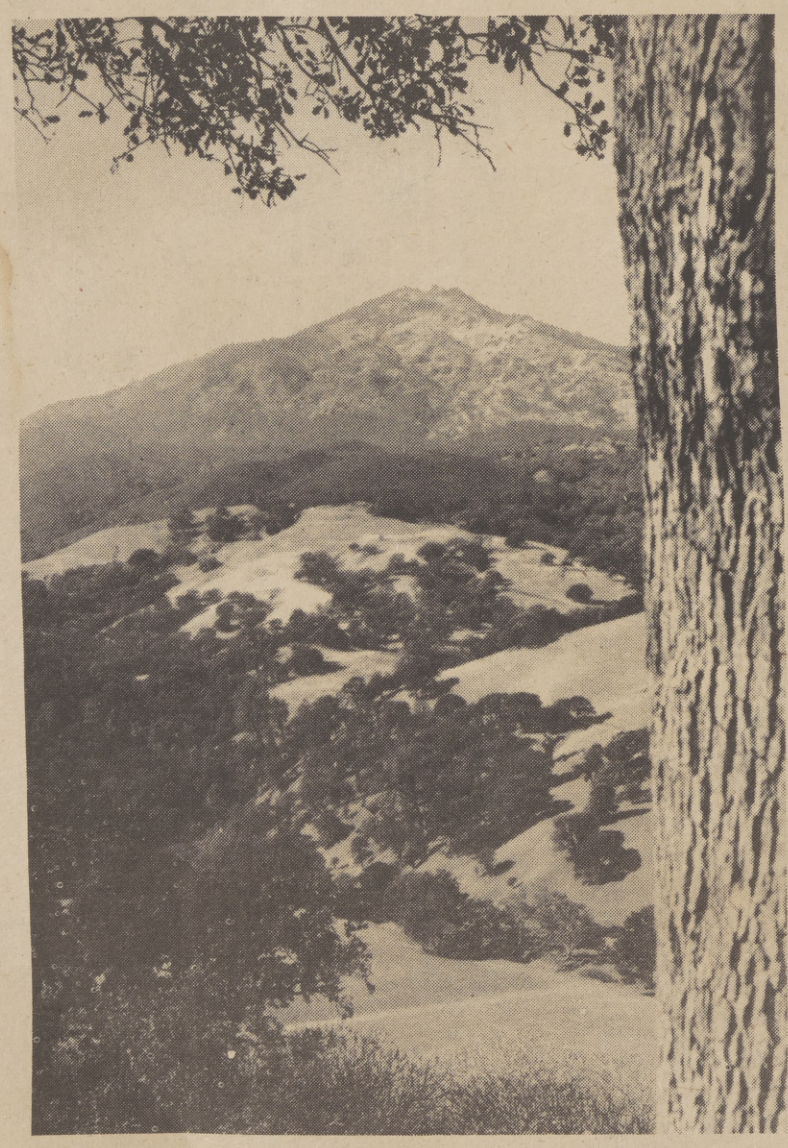
And those Blacks who reside in California are no different. They represent one of the fastest growing travel markets in the United States today. It's hard to believe that its only been ten years or so since the passing of the Public Accommodations Act, allowing Blacks equal access to first class facilities, previously available only to white Americans.

Now Blacks are living in top hotels, eating in top restaurants, riding in airplanes, buses and trains, etc. And, at the same time, these facilities are realizing a phenomenal increase in Black travelers.

The boom has not come without some shortcomings. (Subtle discrimination still exists in some places.)

But most of all, Blacks are becoming more and more aware of being "taken." The Black traveler now wants and needs more information about his sojourns. He wants to see and visit things he can relate to...to spend his money with "fair and equal" companies. In short, the Black traveler wants to specifically be invited and to be treated fairly while he is spending his money traveling or vacationing.

This special, is prepared to aid the Black traveler. The companies who have advertised herein or who have participated in any way, are all "first class." They welcome all travelers. And by their participation in this guide, they specially invite Black travelers.



This annual OBSERVER supplement has an emphasis on the golden State of California -- travel close to home -- its vibrant cities, untrammeled wilderness, joyous history and glittering nightlife.

And why not California? One-in-ten of all Americans live, work, and play here.

What a state! There's everything here. And we want all Black Americans to enjoy it. We think you will. Read and see why.

The Sacramento Observer

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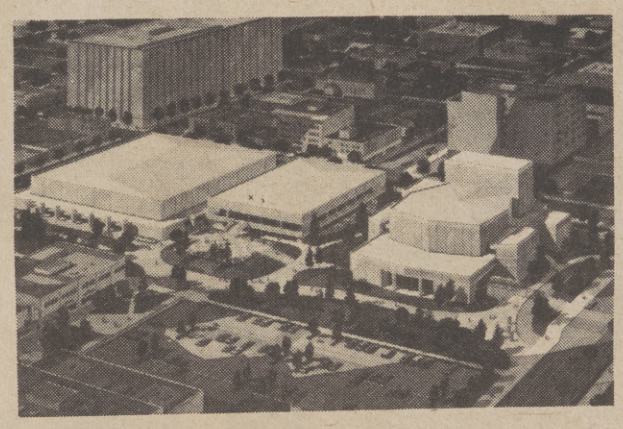


LURE OF California Cities

SAN FRANCISCO

It is still "Everybody's Favorite City." Stroll and shop along Fisherman's Whart; dine in Chinatown; drive down "the world's crookedest street," flower-banked Lombard Street between Leavenworth and Hyde; visit the innumerable museums of Golden Gate Park; get in on the night life of North Beach; and go for a ride on a little red cable car. Across the Bay Bridge is the magnificent campus of U.C.-Berkeley. A short distance away, Jack London Square on the waterfront preserves a part of old Oakland, as do historic exhibits in the Oakland Museum at 10th and Fallon Street.

Across the Golden Gate Bridge to the north, on Route 12, is Sonoma. Here, in 1846, some California settlers captured the Mexican general, Vallejo, and hoisted the Bear Flag over their miniature republic for 28 days before the U.S. took over. The home of General Vallejo and the Mission San Francisco Solano, northernmost in California's chain of missions, are both included in Sonoma State Historic Park.

Also on Route 12, about 10 miles southeast of Santa Rosa, is Jack London State Historic Park. Many of London's novels were written at the author's ranch, which is a part of the park.

SANTA ROSA

This pretty city spawned Luther Burbank and Robert L. Ripley. Attractions include the Burbank Gardens, Ripley Museum. From here, you can turn east on the road of your choice, pick up I-5, and follow it north to Redding.

REDDING

Nature outdid herself here in Northern California. Thick forests soar above you; the air is fresh and crips; within a hundred-mile radius lie a half-dozen breathtaking sights.

Six miles west on State 299, Shasta State Historic Park is a carefully reconstructed Gold Rush town. North along I-5, Mt. Shasta pierces the sky with its 14,000-foot peak. And southeast, on Rt. 446 Lassen Volcanic National Park beckons to photographers.

You may wish to return to I-5, and follow it south, all the way to Sacramento.

SACRAMENTO

In the state's capitol, a number of historic buildings remind you of the area's inportance during the Gold Rush of '49. You might tour the restored Sutter's Fort, nearby ghost towns, and wineries such as Gibson and Vinesse.

Take the road of your choice, now, south and east to Yosemite National Park, a vast and well-kept tribute to California's natural beauty. From here, you can turn west once more toward the Pacific.

SAN JOSE

Attractive, modern little city. See antiques in Rosecrucian Park's Oriental Museum, including 6th dynasty Egyptian Temple. Drive through Palo Alto, site of Stanford University, and of lovely homes tucked into wooded lots.

SANTA CRUZ

A top resort with sandy beaches and a boardwalk. Relax, get a tan, just enjoy.

SANTA MARIA

Small, peaceful Santa Maria can be your headquarters for visits to the typical Danish community of Solvang, about 25 miles away, and to extraordinary Hearst Castle, 56 miles distant. The Castle tops "the Enchanted Hill" at San Simeon, just off Route 1, and is one of the most impressive sights in all of America.

Sooner of later you've got to really enjoy San Francisco.

Up North And Down South

SANTA BARBARA

Charming city with Spanish overtones. See authentic Spanish adobes, open to visitors, and the "Queeen of Missions," Santa Barbara Mission.

Some 35 miles north of Los Angeles, readily accessible on a drive down the coast from Santa Barbara is Jungleland in Thousand Oaks; the animals that live here give regular "performances" for visitors.

LOS ANGELES

Something for everyone. Walk in the footsteps of the stars that converge at Hollywood and Vine, Hollywood; see Olvera Street, colorful old Mexican sector now a State Historical Monument, and Farmer's Market, a total environment of food at Third and Fairfax, both downtown L.A.; also see Griffith Park, L.A. County Museum of early California history at 900 Exposition Blvd., L.A. County Museum of Art at 5909 Wilshire Blvd., Beverly Hills homes and Universal Studios.

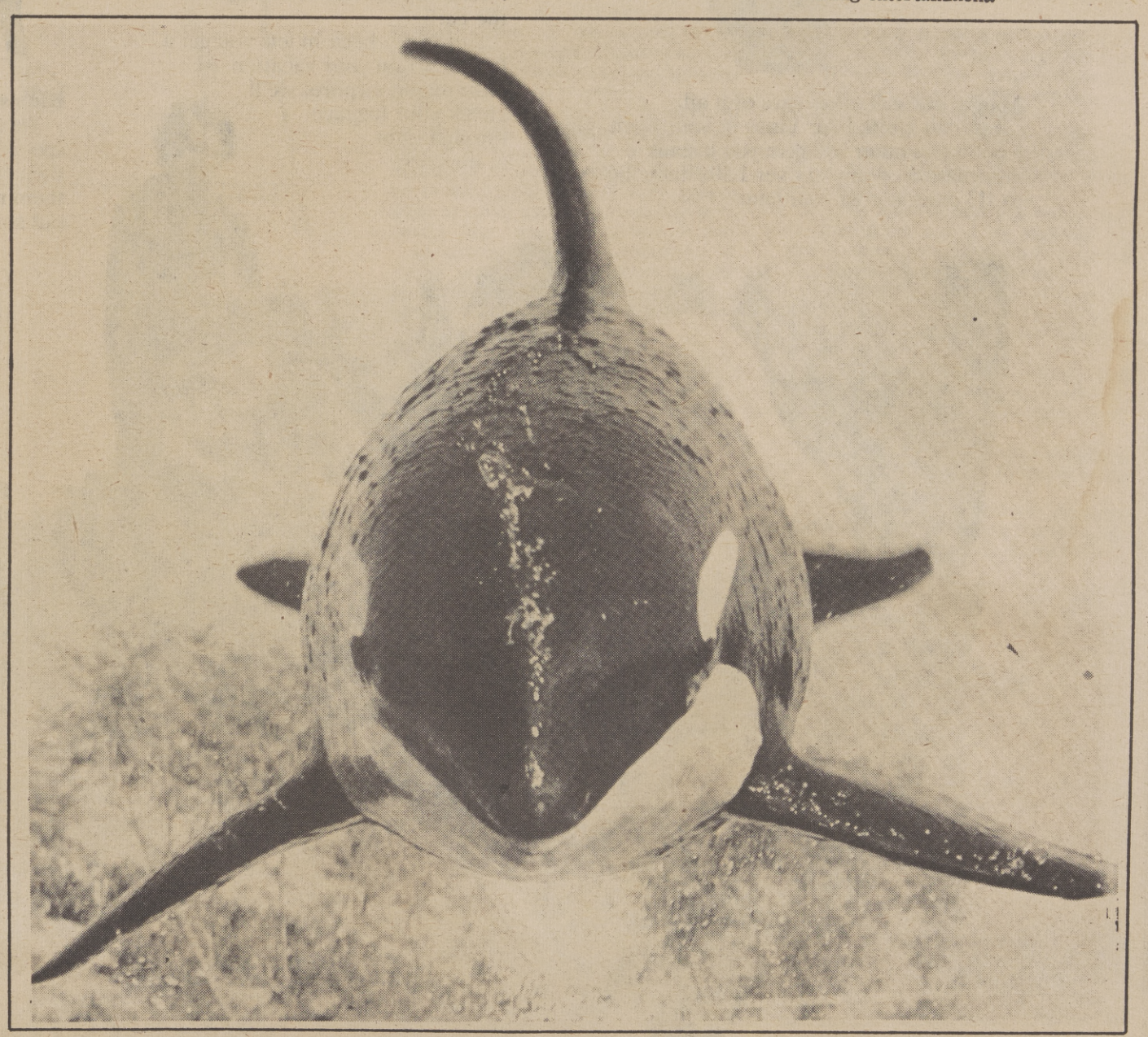
In Anaheim, Explore Frontierland, Tomorrowland, Fantasyland and Disneyland. Just four miles northeast at Buena Park, visit Knott's Berry Farm, with Old West attractions and fried chicken dinners.

SAN DIEGO

Oldest city in California and some say the most beautiful. See Mission San Diego de Alcala, built in 1769; Cabrillo Monument at Point Loma; Old Town, where Mexican feeling prevails; 1,400-acre Balboa Park with remarkable San Diego Zoo; Sea World Oceanarium on Mission Bay.

Drive north to neighborhing La Jolla. See beautiful homes. Scripps Institute of Oceanography. Skin-dive in a rocky cove, shop Prospect Street boutiques, dine on seafood in a restaurant overhanging the beach.

Also from San Diego, drive south across the border to Tijuana, Mexico. Open street stalls offer all manner of handicrafts, and there are horse and dog races, plus jai alai games for your evening entertainment.

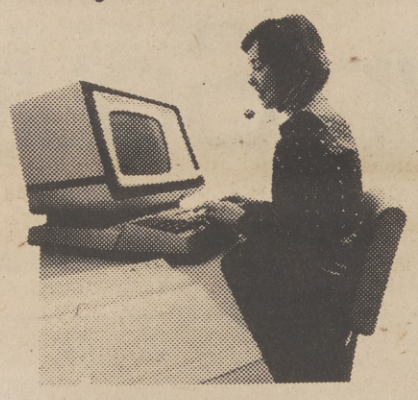


San Deigo's Sea World, an unforgetable show and setting.

To Moms and Dads. To Grams and Gramps. To family reunions all over this land.

United dedicates the family side of Friendship Service.

Good reason more people choose the friendly skies than any other airline in the land.



Apollo: one call takes care of it all.
Just call United Air Lines in your town. Our Apollo computer will give you instant information on any of over 1,300 daily flights to 113 cities across your land.

Friendship Service starts right at the curb.
Curbside check-in lets you get a head start on your vacation. At most major airports, we'll check your luggage through right at the curb.

Kid's stuff.
We realize that vacations are a special time for kids. So we'll add to their fun this summer by serving them meals they'll love. And putting out some games we know they'll enjoy.

Pay for your trip with the American Express Card.
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As part of Friendship Service, we always try to board your family early and seat you together. Get comfortable. Sit back and relax.
Just call United at (916) 444-8442 for ticketing and reservations. Or see your Travel Agent. And find out more about the family side of Friendship Service.

The friendly skies of your land.
United to 113 hometowns
Partners in Travel with Western International Hotels.

ALLENSWORTH USA

Black History In California

Located 30 miles north of Bakersfield and 70 miles south of Fresno.

Allensworth is California's only town founded, financed, and governed by Black Americans. In 1908, it was recognized as the only enterprise of its kind in the United States of America.

Founded in 1908 by Col. Allensworth, this unique pioneering achievement presented to Black Americans a critically needed element in the struggle for total freedom.

The Emanicipation of Proclamation of January 1, 1863, outlawed the physical institution of slavery but no efforts were directed towards psychological emancipation for the newly freed slaves.

Col. Allensworth became aware of this condition and dedicated himself to creating an environment which might fill this critical need.

His dream was to establish a community where his people might live and develop themselves free from the direct influence of slave-oriented social attitudes.

He envisioned Allensworth as a refuge where people might live permanently or come and educate themselves, technically and psychologically, to meet the requirements needed to construct a meaningful and fruited life in a hostile and competitive society.

Starting from an original purchase of 20 acres the town experienced rapid growth 'til reaching approximately 80 acres. Powered by its agricultural development and its sound business enterprises, the town became a school district in 1912 and a judicial district in 1914.

Politically aware and intellectually oriented, Allensworth stood as a refuge in the West for Black settlers throughout the nation.

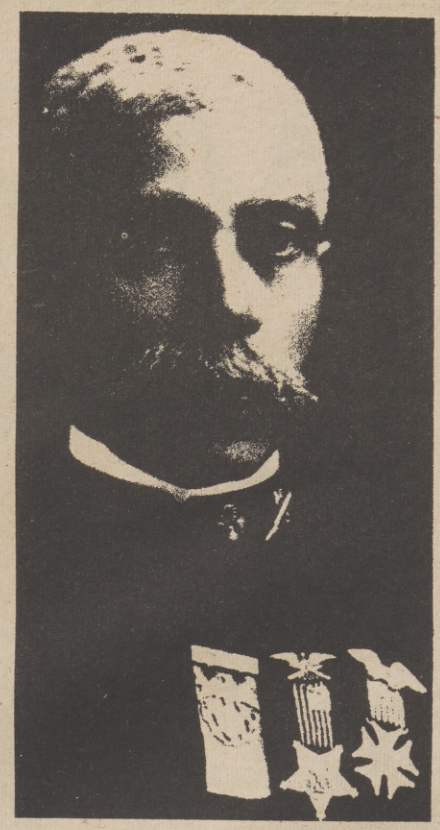
Afro-American historians specializing in Black history predicted Allensworth was destined to become a great city.

For Col. Allensworth the reality of his dream was short-lived; a tragic accident claimed his life in 1914.

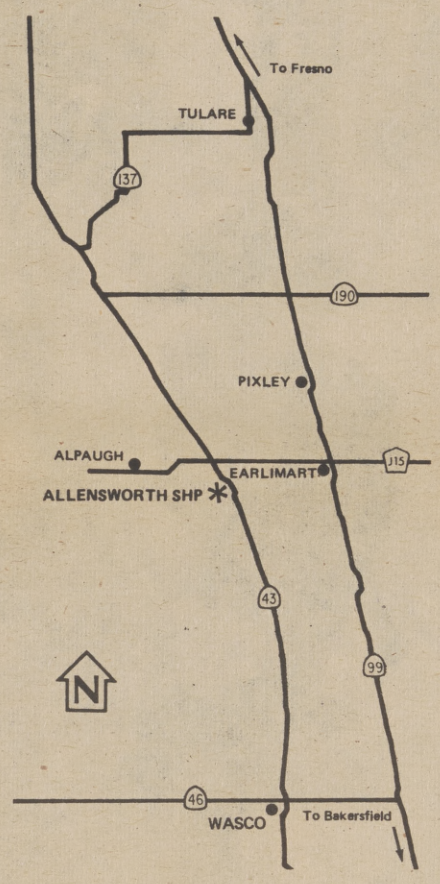
The purpose of establishing a State Historic Park at Allensworth is to provide for the public a historical prospectus of the Black American, his role, contributions, and concerns.

The law designates the Department of Parks and Recreation as the major agency to act as trustee of the state's historical resources. This is reaffirmed in the California State Park System Plan of 1968, and the concept has generally been accepted by the public.

In March 1969, the Department of Parks and Recreation began a study to determine whether California possessed an area adequate in Black history to qualify as a unit of the State Park System.



COL. ALLENSWORTH



This initial study indicated that the town of Allensworth with its unique racial, historical, and geographical location, should be considered for possible development.

Preliminary development concepts have recommended the preservation and restoration of the townsite and the development of an educational and cultural complex which would include a museum, library and research center on Black History.

The museum will be adequate in size to properly tell the story of the development of the town of Allensworth and illustrate the history of California's Black pioneers as well as the history of the Black race generally.

Additional support facilities such as campgrounds, picnic, and activity areas will be developed adjacent to the historical zone.

All support facilites will be designed in harmony with the general philosophy, of the park to offer visitors a genuine educational, recreational, and cultural experience in Black history.

Allensworth is located in the extreme southwest corner of Tulare County on State Highway 43 between Wasco and Corcoran.

It lies approximately 9 miles west of Earlimart and U.S. Highway 99, and is 70 miles south from Fresno and 30 miles north of Bakersfield.

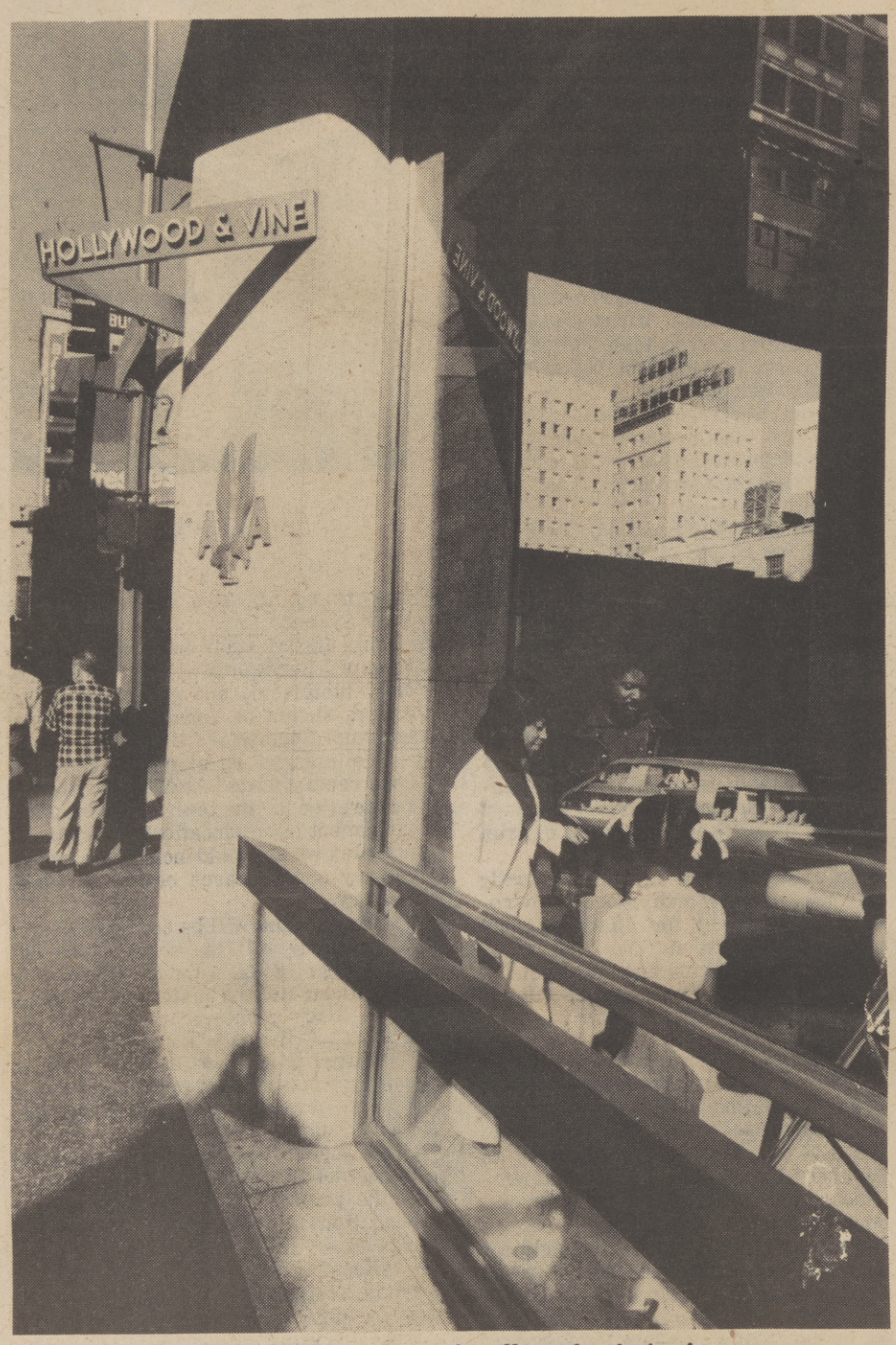
A citizens group, the Allensworth Advisory Committee, was established by the Governor to assist in developing the project.

This committee works jointly with the State Department of Parks and Recreation and the California State Park Foundation.

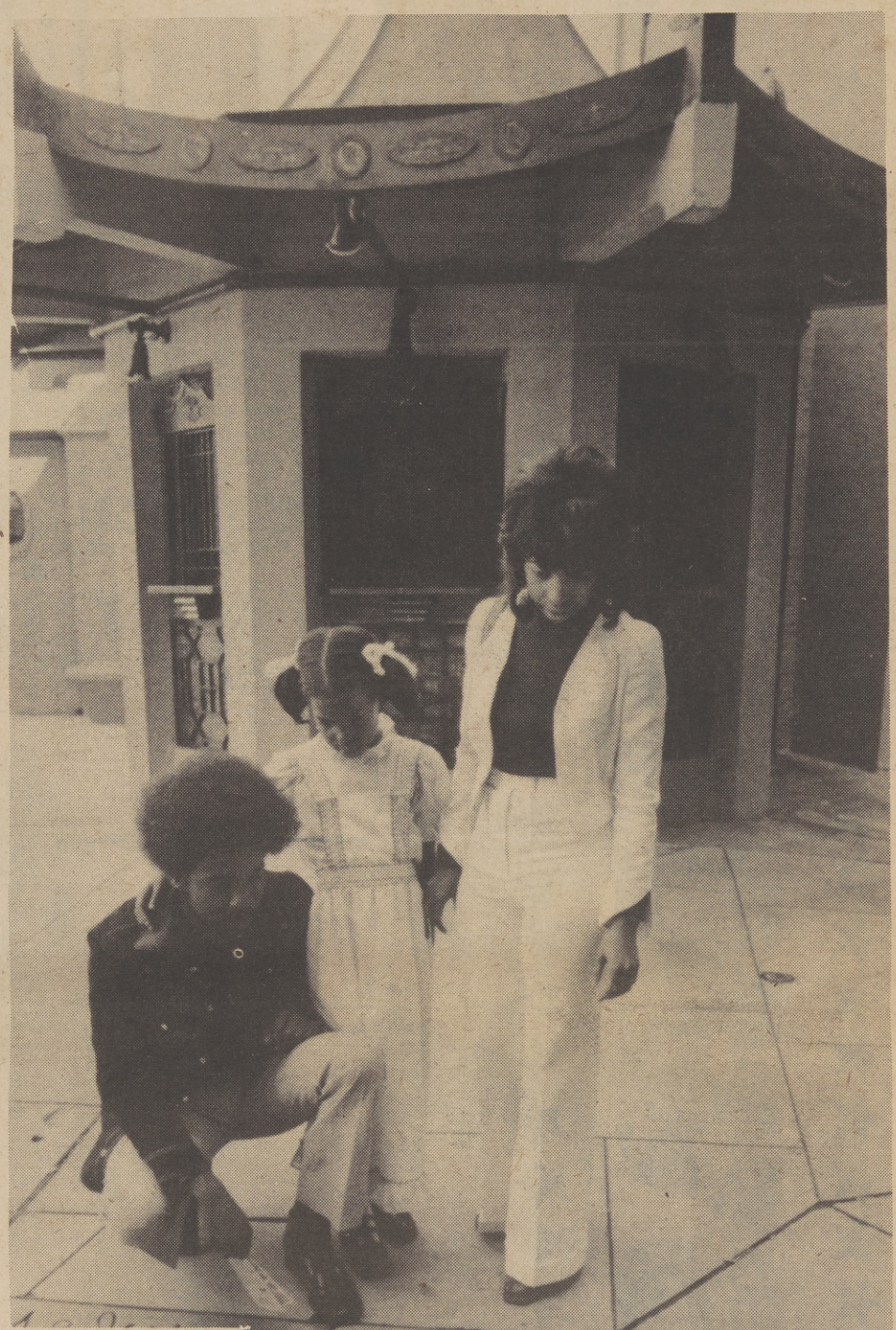
The Foundation accepts donations from the private sector to assist in developing new projects.

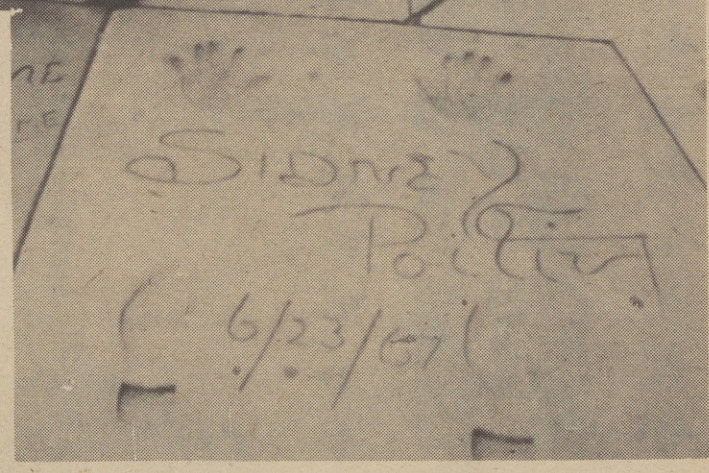
The Advisory Committee is currently seeking donations through this organization to further the Allensworth Project.

Where Stars Are Made



The well-known cornor of 'Hollywood and Vine.'





Sidney Poitier, first Black actor to "concrete" his footprints in Grauman's forecourt.

Visitors to Los Angeles take special delight in touring Universal City studios.

There Are Many Kinds Of Actions

(The American Airline photos on these pages are a part of the airline's "California" vacation package.)

THE INVITATION TO ENJOY THE STATE READS, "TRY IT, YOU'LL LIKE IT!"

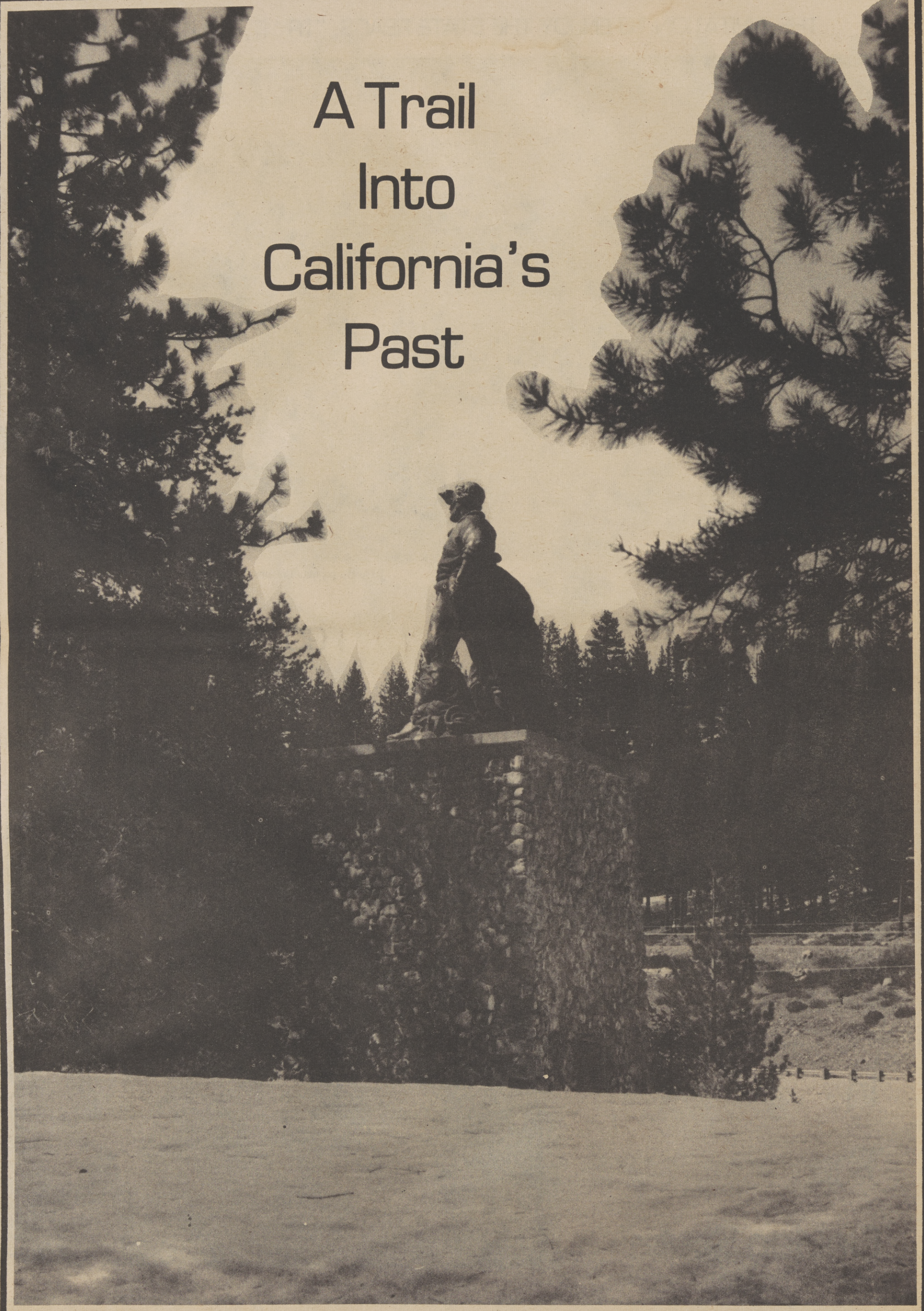
Atop the popular Universal City.

Lena Horne's given "sidewalk" star billing along Hollywood Boulevard in Los Angeles.

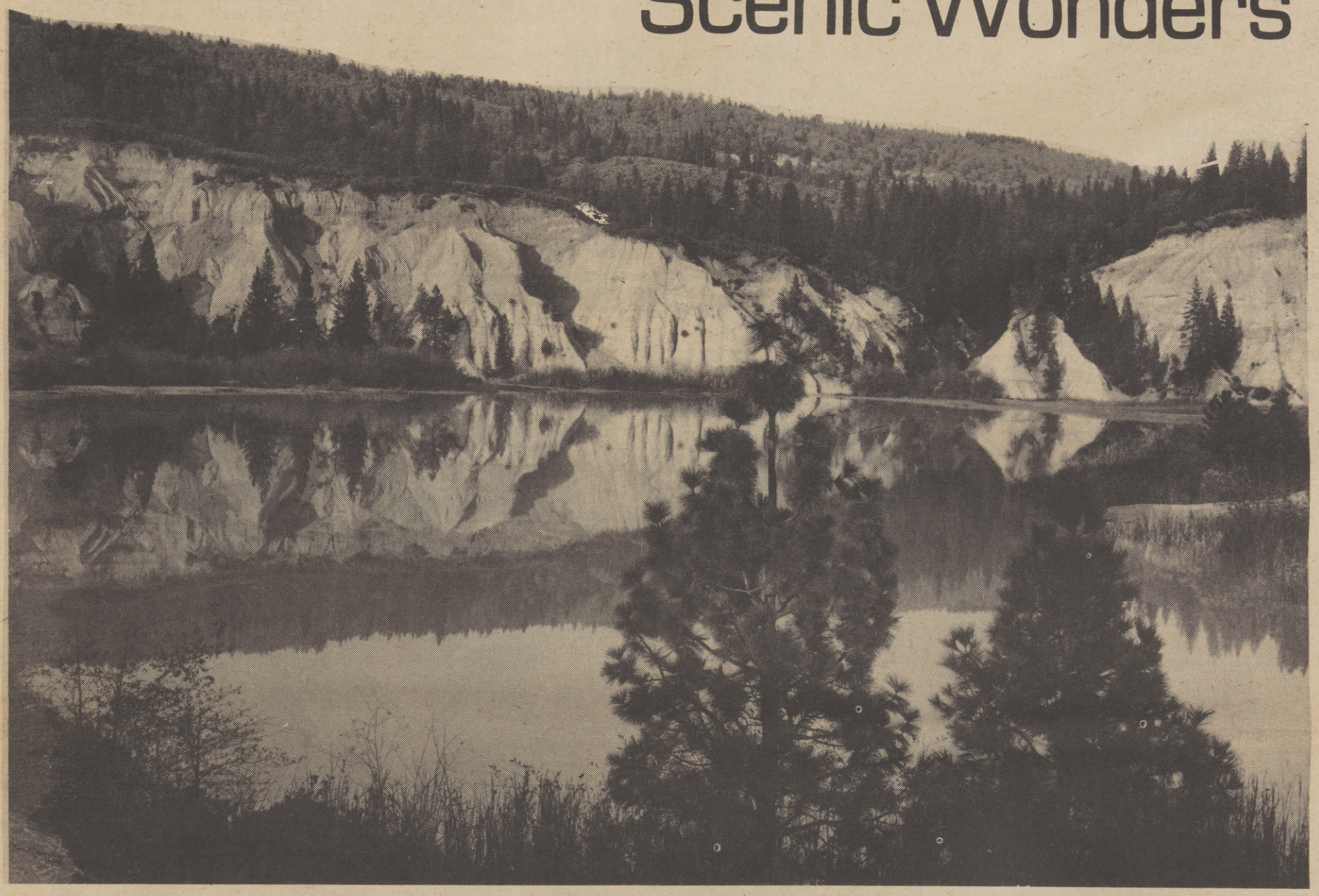
" I GOT YA!"

In The 'Golden State'

A Trail Into California's Past



See The State's Scenic Wonders



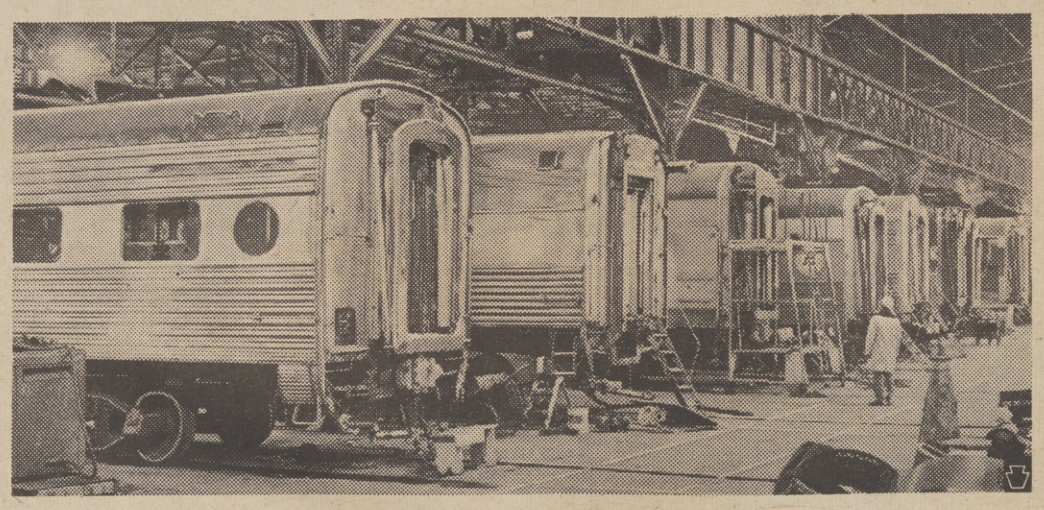
The peace, the tranquility of this lake are a true part of beautiful California.

Travel In A Year Of History

To pursue more recent nostalgia, buildings such as this in Columbia from the 'Old West' days are yet standing.

Matchless Redwoods as high as a 30-story building, the tallest trees in the world are in California's parks.

READYING FOR SUMMER SEASON



In nine plants like this one at Beech Grove, Ind., almost 70 used railroad passengers cars a month are refurbished and overhauled as Amtrak prepares for the biggest summer travel season in its three-year history. By summer Amtrak will have a basic operating fleet of 1500 refurbished cars; over half of its diesel locomotives will be new or rebuilt and the capacity of its nationwide computerized reservation system will have been doubled. Amtrak operates 220 trains a day over 23,000 miles of track and serves over 400 cities.

Amtrak, 400 Cities

Amtrak is negotiating for bus service from Sacramento to Davis and Stockton, where passengers could board trains serving the Sacramento and San Joaquin Valleys.

The National Railroad Passenger Corporation (Amtrak) so informed the State Senate as the result of requests from the Senate for improved train service for Sacramentans.

Presently Sacramento is served only by an east-west train, and passengers traveling north or south must go to Davis or Stockton.

The legislature adopted a resolution earlier this year urging Amtrak to move its daily north-south Seattle-Los Angeles passenger train from the west side of the Sacramento Valley to the east side, so it would go through Sacramento, Roseville, Marysville and Chico.

Currently, Sacramentans must catch the train in Davis.

The resolution also urged Amtrak to bring into Sacramento its north-south passenger train which starts in Oakland and travels through the San Joaquin Valley.

Amtrak official David A. Watts, Jr., said Amtrak is turning down the request to move the route of the Los Angeles-Seattle train to the east side of the Sacramento Valley because it "would add at least one hour and 20 minutes to the existing schedule."

Join America's biggest share-the-ride club.

We're all caught up in the energy crisis today, right?

Fuel shortages aren't making it exactly easy to make travel plans.

Well, there's a way to make it easier on yourself. Easier on all of us.

With America's biggest share-the-ride club. Go Greyhound.

Greyhound will get you where you want to go—and get you back—easily, economically, and dependably as always.

And Greyhound will use less fuel doing it. Less fuel than cars, trains, or planes.

More than ever these days, it makes great sense to leave the driving to us.

Go Greyhound and leave the driving to us.

THE NATIONAL BLACK CONVENTION SEASON IS HERE

by D. PARKE GIBSON
Contributing Editor
Reprinted from
INSIDE TRAVEL NEWS

The national Black convention season is here and it continues to be the largest movement of Black Americans, and makes up a considerable portion of the growing market segment of the travel industry.

It can be a prime earning time for agents who plan their work and work their plan, either to move convention delegates to meeting sites, or arrange tours for visiting delegates.

This year, some 240,683 delegates will be attending 44 major national Black conventions throughout the United States, according to the 1974 edition of "When They Meet," published by Joseph V. Baker, Associates, Inc.

"When They Meet," a convention and conference guide, lists the names of the organizations, its chief officer, site of meeting, headquarters, dates, and expected attendance.

A copy is available without charge, by writing: "When They Meet," Joseph V. Baker, Associates, Inc., 1712 Christian Street, Philadelphia, Pa. 18146.

Research estimates peg total spending for travel, hotel, food, and other expenditures at an estimated $225 million by these delegates.

Almost all of those groups meeting in conclave this summer have local chapters, and/or persons with whom you should be in contact to learn travel arrangements, and for those in your city, what tours have been arranged. For those who have not firmed up their plans, you can provide invaluable counsel and guidance.

While the gasoline shortage may have eased, it is likely that many more persons will be seeking air, rail, and bus transportation this summer, because of any fear of being inconvenienced by such shortages.

Therefore, this should make your selling job easier this year, particularly if you point up the advantages of such transportation, lodging arrangements and your role in this.

In order to seek maximum results, you may want to consider the following:

1) Contact the ranking representative in your city. In advance of a personal visit or telephone call, you may want to prepare a personal letter stating you're an agent, the services you can provide the membership. Do not get into your hard sell in the letter, merely let it open the door for you.

2) Ask for time to present your capabilities at the next meeting. Be prepared to give a fast summation of what you can offer. Seek group business, but take individual to get yourself and your services known to the organization. Be prepared to answer any questions. In fact, you may even present them to the group as questions "you've always wanted answers for."

3) Be familiar with tour programs in the cities your new clients will be visiting, particularly those that might involve Black or significant American history. Encourage tours in the headquarters' cities.

4) Get names and addresses of all the organizations memberships in your city. While you may not get all of the business this year, you can certainly start a new faster list of people you can send regular mailing, brochures, and other materials to throughout the year.

5) For those organizations visiting your city, contact the host chapter executives, to learn what local tours have been arranged, and if none have, you have the perfect opportunity to get involved.

6) As some conventions, you can exhibit or even set up a travel desk to handle arrangements for delegate convenience, all with prominent displays of your agency's name, of course.

These are just some suggestions that can tie you into the best selling season for travel agents. Many more will come to you once you start working and planning to get your share of this business.

TWA Appoints Thornton

The appointment of Lloyd C. Thornton, Jr., as supervisor-city ticket offices for Trans World Airlines was announced recently by TWA city vice president Robin H. H. Wilson. In his new position, Thornton will have administrative responsibility for the 12 TWA city ticket offices in northern California.

A native of California, Thornton attended U.C. Berkeley, the University of Maryland and the University of Pennsylvania.

Thornton, 31, started his career with TWA in 1966, as a ramp serviceman in Washington, D. C. He has held numerous airport management positions with TWA at Dulles International Airport, including chief of the airport ticket office and quality assurance controller. His most recent assignment was supervisor of dining and commissary at Dulles.

THORNTON

Thornton, his wife Audrey, and their two children, Sonya (5) and Christopher (4), plan to make their home in Oakland.

Director Ronald H. Walker of the Interior Department's National Bank Service announced that campsite reservations are available to vacationers in 21 areas of the National Park System this summer.

A nationwide, computerized program operated by the Park Reservation System, Inc., permits campers to reserve campsties for use after June 30, in parks from Maine to Oregon and south to Florida.

Interested campers should obtain reservation order forms and information about the system by writing to Park Reservation System, P. O. Box 1976, Cedar Rapids, Iowa 52406, or any of the 21 parks where the system will be in use.

The same material may be obtained by telephone from the 21 parks or from PRS, which maintains a toll-free long - distance telephone number, (800) 553-8425 and a toll-charge number, (319) 265-4348.

Director Walker pointed out, however, that the parks themselves will not be able to provide reservations by telephone.

PRS officials advise that the toll-free number may be frequently busy during the first few weeks of the new system, and encourage prospective campers to use the toll-charge number to avoid unnecessary delays if they cannot write in advance for their reservations.

PRS will be able to provide virtually instantaneous confirmation of reservations through its telephone numbers if callers wish to charge the fees on credit cards accpetable to PRS.

Bus Tours Run Ahead Of 1973

Vacations and travels that allow Black families to leave their cars at home, are popular this year.

From all indications, tourists intend to make uncommonly heavy use of planes, trains and buses in order to cope with the high costs of gasoline.

The travel industry has to adjust to the switch and even is making an effort to capitalize on it.

In Los Angeles, for example, the Visitors Council is offering tourists maps that show how to get around the area via public transportation or tour bus.

Nationwide, a spokesman for Greyhound Corporation reports, there is rising interest in escorted and unescorted bus tours. Sales of the "Ameripass" -- which offers unlimited bus travel anywhere in the U.S. for 30 to 60 days -- also are expected to climb.

Response to advertistements for bus tours is running 15 per cent ahead of a year ago, says an official of Continental Trailways.

(Continued on Page I-25)

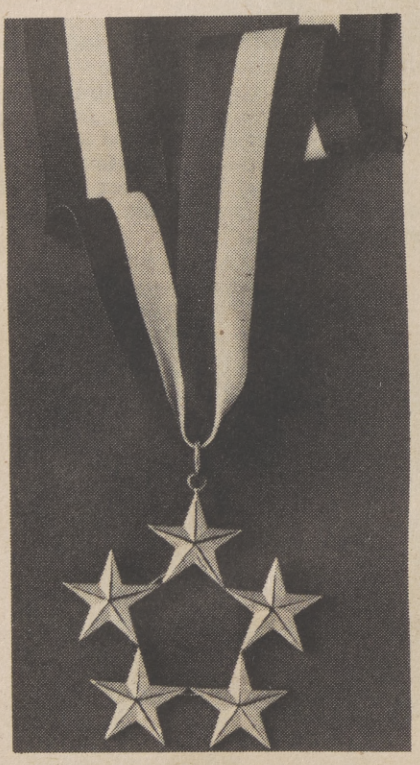
Restaurant business is always increased during summer vacation season. Black families, as shown here, now constitute a large portion of most urban city restaurant business.

Summer Sailing ...

In California

A Fairmont Guide to the Good Life

Gracious hospitality, splendid cuisines, spectacular views and top-line entertainment make The Fairmont an experience to remember. For information, call 362-8800.



The Fairmont Hotel and Tower in San Francisco has received the Mobil Five Star Award for 14 consecutive years.

FAIRMONT CROWN

Getting there is half the fun. The other half is choosing from the Crown's sumptuous buffet. Cocktails and lunch every day. Buffet brunch and dinner Sundays and Holidays. Spectacular views always.

SQUIRE

Continental haute cuisine set in the ambience of a Parisian flower market. Our sommelier's on hand to assist in wine selections. The Squire is open for breakfast, luncheon, cocktails and dinner every day. Reservations are advised for dinner.

BRASSERIE RESTAURANT

San Francisco's finest 24-hour-a-day restaurant offers the superb cuisines of Mexico, France and Italy as well as your favorite American fare at dinner. This gracious, informal room is famous for Pancakes Oscar, Huevos Rancheros, and our Brasserie Sandwich Bar. And a wide array of delicious offerings are served 'round the clock. When hunger pangs strike at 2 a.m., (or anytime) it's the Brasserie for you.

The Venetian Room

With top-name entertainers and full-course haute cuisine, San Francisco's only true supper club in the grand manner may well be one of the last of its kind in the world. Dinner is served from 7:30 p.m. Shows at 9:30 and midnight. Ernie Heckscher's Big Band holds forth before and between shows for dancing. Call (415) 362-6109 for reservations. The Venetian Room is made for evenings to remember. Entertainment charge.

Sally Struthers
May 23 thru June 2

Jose Feliciano
June 13 thru June 23

Staple Singers
June 4 thru June 12

Jaye P. Morgan
June 25 thru July 4

Tonga

Polynesian potables and possibly the finest Chinese cuisine in San Francisco from 5 p.m. Dancing every night on the deck of our schooner to beguiling island music by Paul and his Hawaiian Aikanes.

NEW ORLEANS ROOM

Renowned for its famous Sazerac and Ramos Gin Fizz cocktails. Plus the sounds of Dixieland Jazz. Jimmy Diamond and his Nob Hill gang wail 7 nights a week. Open for cocktails at 11 a.m.

TRAVEL CLOSE TO HOME

Why Not Take Take To the Water

Noah, so it is said, was the first man to take to the water when faced by a crisis . . . and that may be the way for recreation-minded Blacks who are planning to spend summer close to home.

Though it is not so recorded, Noah's ark probably was a sailboat.

Sailing today is basically little changed from that ancient time. True, in this day of plastic sailboards, and catamarans, of sleek racing yachts full of electronic instrumentation, the sport has become somewhat sophisticated.

But the wind is the same as it always was, and when it comes to sailing, that and water are all that really count.

For the shorebound, the mystique of setting forth under canvas seems unchanged, too.

It is the purpose of this special to expose Blacks who have previously not sailed, to the challenge of the sport. Really, is no mystery in sailing, and that it may be the best way to spend a summer.

Sailing has leaped forward in popularity in recent times . . . due to the one hand to the mass-production capability of fiberglass and, on the other, to the rising interest in things ecological. Sailing seems a natural way to travel and fits our environmental concern.

For the uninitiated, it may seem a special creature who can get his craft charging along at a classic angle of heel, a frothy bone in her teeth, without turning her completely on her ear. But it is not a difficult art.

Anyone who has convinced himself there is more to water than drinking it can learn to sail. And once he does, the wonder will be that it took so long coming to it.

Because you have not sailed before and are approaching the sport as a beginner, it's recommended that you consider a small boat . . . say something under 20 feet.

Sailboards generally run from 10 to 15 feet long. They are excellent to use in learning the elements of sailing, but are limited in use. They are good beach boats, easily carried on the roof of a car and simply rigged. They carry two persons but not very comfortably and as often as not provide a wet ride. But they are fun boats for young and agile.

Sailboards range in price from about $300 to $1,500. The catamaran, another boat of limited use, probably will run somewhat higher in cost.

This extremely fast boat usually consists of a trampoline-like platform stretched across twin, banana-shaped hulls. It provides an exhilarating ride, but is not an all-weather boat for family cruising.

Small sailboats run from dinghies under 12 feet to centerboard and keel boats of about 20 feet, which may have sleeping accommodations.

The larger ones, say 22 or 23 feet long, may go for as high as $7,000 new, with a set of working sails and other minimum equipment. The price depends on size, quality of manufacture and design. A boat designed and equipped for racing will cost considerably more than one of the same size designed solely for family day-sailing.

However, an adequate family cruising boat of about 18 to 20 feet can be had new for about $3,500, on the average.

One thing to remember is that new boats usually come pretty bare, and you should add the cost of setting them up for safe sailing before plunging into the marketplace. Accessories for sailboats are not inexpensive.

Most sailboats under 20 feet are equipped with centerboards, rather than keels.

The centerboard boat does not have the stability of a keel boat, so your choice should be determined by the kind of sailing you intend to do and the nature of the water upon which you intend to do it.

Centerboard boats are safe when used within their limitations. Even some large racing yachts are equipped with centerboards or with a combination of centerboard and keel, because the boards offer advantages to sailing.

In the small centerboard boat, the

(Continued on Page I-25)

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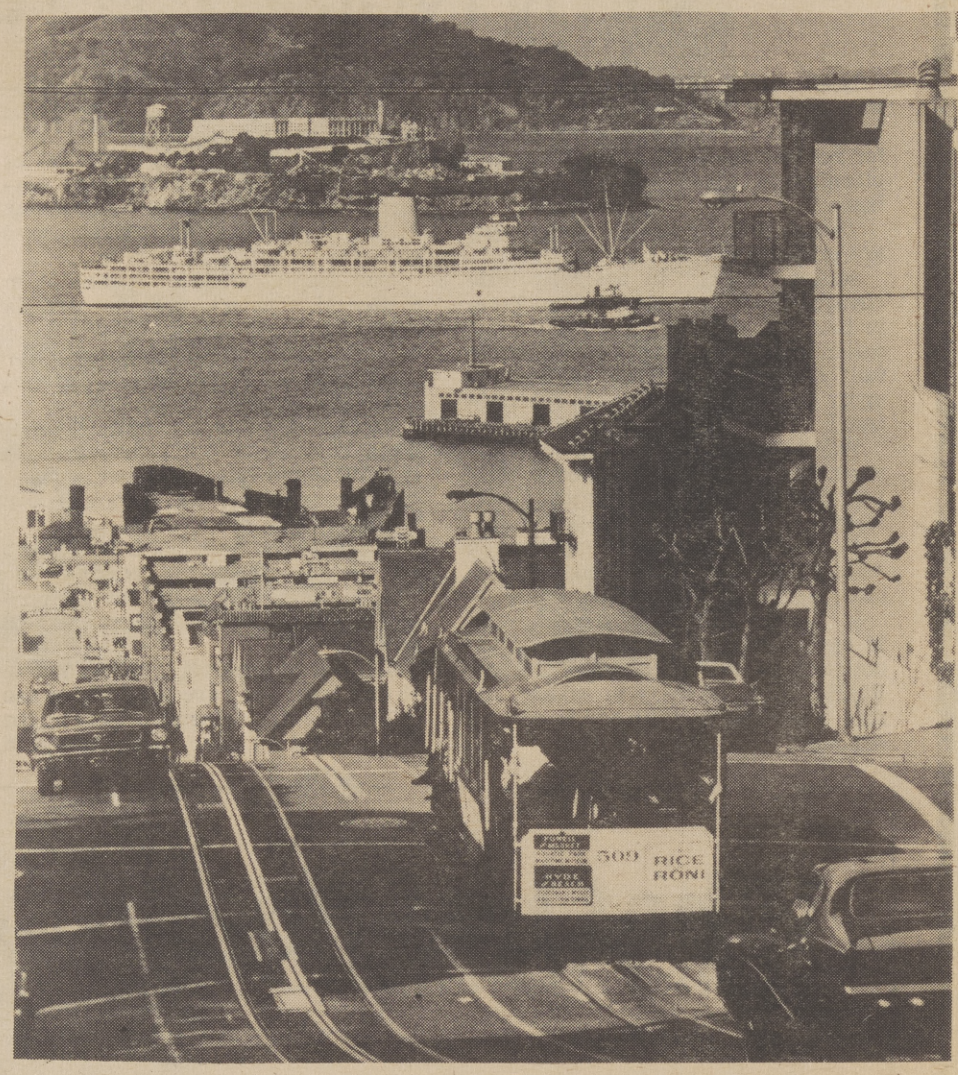
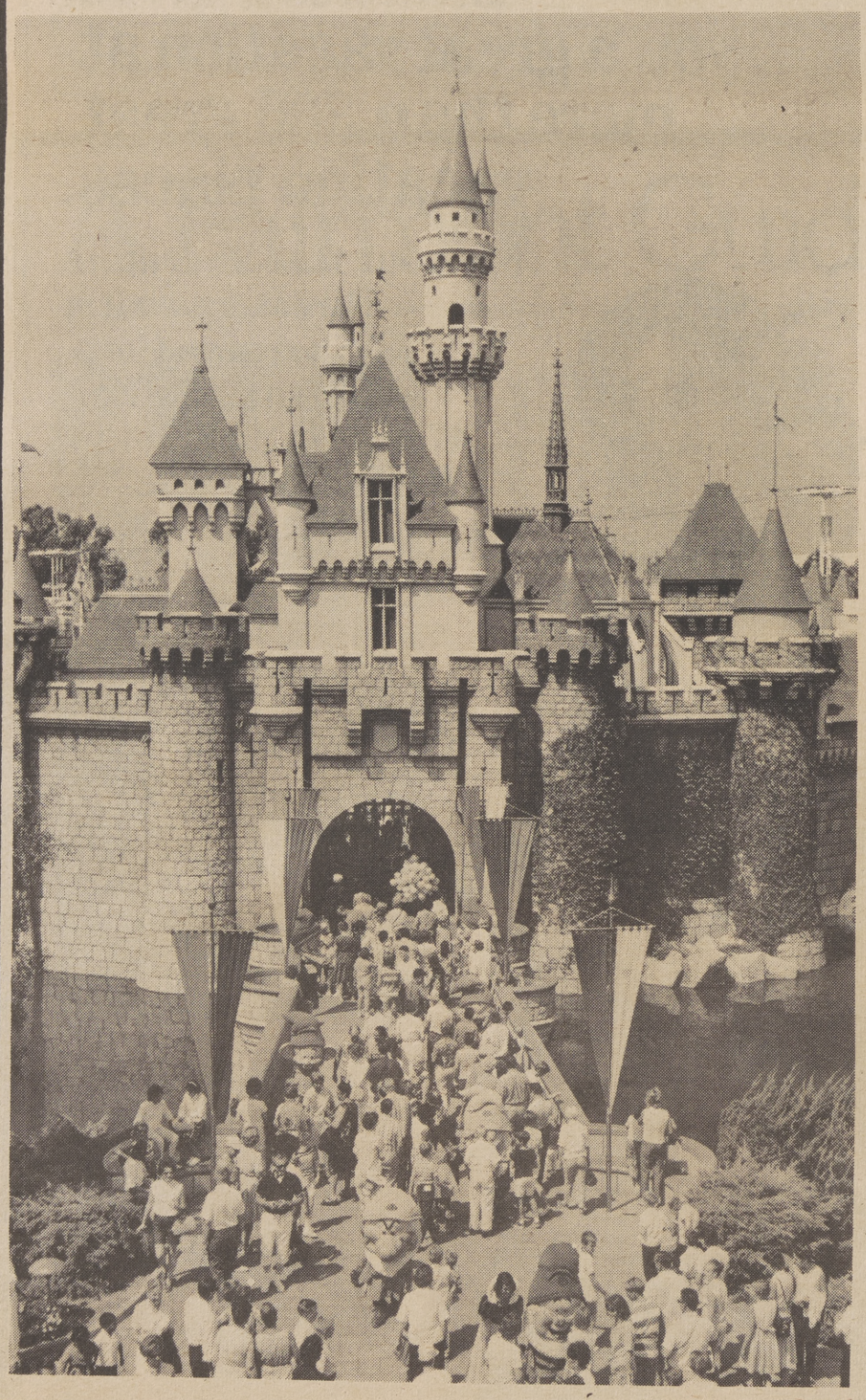
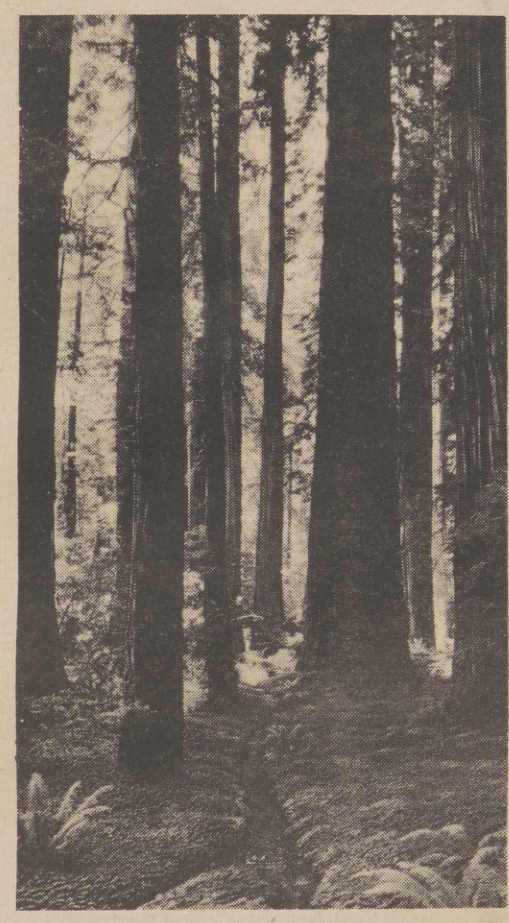


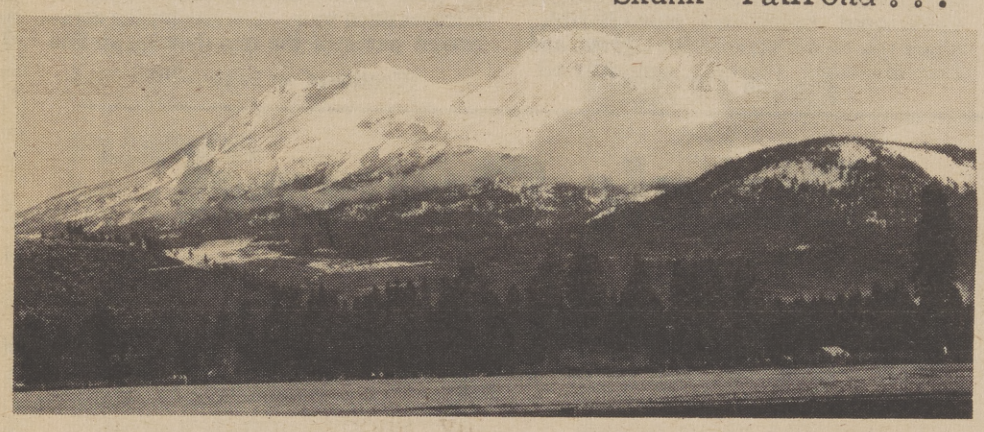


SAN FRANCISCO is closer, some say, to Old World aesthetics than any other American city. The view from its hills are spectacular, its cuisine rivals that of Paris, its China Town might have been transplanted from Hong Kong. Ride a cable car out of the past from Union Square to Fishermen's Wharf and explore the many shops of Ghiradelli Square. There's much to enjoy in this most Cosmopolitan of cities by the Bay . . . LOS ANGELES is like no other city on this earth, it encompasses the extremes of climate, social life, geography, fashion, food and entertainment. Orange groves and oil derricks, neon and candle light, the zaniness of Disneyland and the glamour of Hollywood -- all contribute to the tempo that is Los Angeles. SAN DIEGO is a tropical vacationland . . . where the sun shines year around. There are miles of beautiful beaches, 68 golf courses, fabulous hotels and restaurants, world famous San Diego Zoo, Sea World, and just 15 minutes away the Old Mexico of Tijuana.

.....IN CALIFORNIA

PALM SPRINGS . . . an oasis where the rich and famous romp and relax -- in private villas, 210 hotels, and 4,000 swimming pools. And for real excitement take the aerial tramway to the top of Mt. San Jacinto . . . YOSEMITE . . . much as it was when John Muir discovered the magnificent beauty of Bridalveil Falls, Half Dome, and El Capitan . . . LAKE TAHOE . . . the excitement of a spirited night life coupled with the serenity and magnificence of the High Sierras . . . MONTEREY . . . nationally known as a center for the creative arts . . . browse through quaint shops and galleries or enjoy the 17-mile drive through the world famous Pebble Beach golf course . . . SAN SIMEON . . . take Highway One south along magnificent coastline through Big Sur to Hearst's Castle, the dream home of the late William Randolph Hearst . . . REDWOODS . . . go northward from San Francisco over the Golden Gate Bridge to towering Redwood forests of California's rugged north coast. Visit Muir Woods, Pt. Reyes National Seashore, Ft. Ross and the Avenue of the Giants or take the historic 40 mile ride from Ft. Bragg to Willits on the "Skunk" railroad . . .

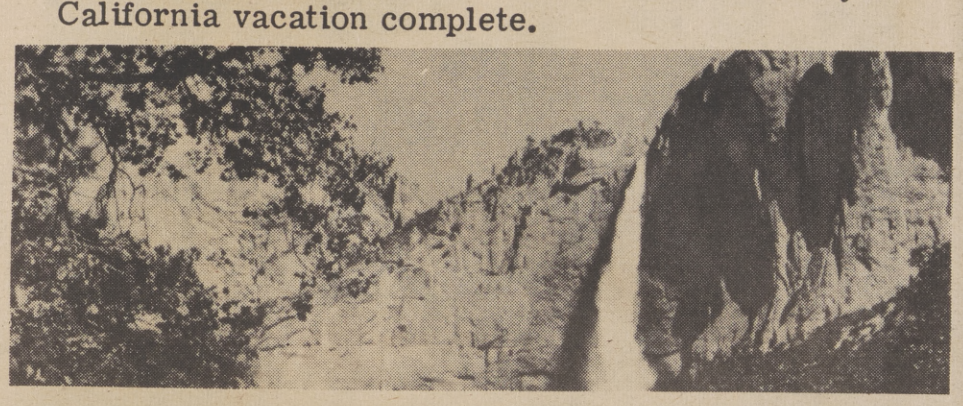




You can explore this world of California by private auto or rent one upon arrival at your favorite destination and enjoy the state as you like it. Or, if you wish, you can go by excellent public transportation throughout most of the state. Airlines, sightseeing and bus companies, and AMTRAK are ready to serve you. There are also many exciting tours available that include the best of accommodations and all the great natural and man-made attractions that you've heard about.

Visit this spectacle and experience the fulfillment that a California vacation can bring to you and your family. For specific California vacation information, contact your travel agent or write the Division of Tourism, 1400 Tenth Street, Sacramento, Ca. 95814.

WINE COUNTRY . . . the Napa, Sonoma, and Santa Clara Valleys' produce some of the world's best vintage wine. No visit of the vineyards would be complete without taking several wine tasting tours . . . SHASTA . . . near Redding, volcanic peaks Shasta and Lassen reign over northern California's wilderness country. This is a rugged and less traveled region of the state and is a campers paradise . . . GOLD COUNTRY . . . in the Sierra Nevada foothills northeast of Sacramento you will find historic Mother Lode country. Clusters of camps and ghost towns, like Columbia, Colusa, and Angels Camp, ring with the echoes of vanished era . . . MT. WHITNEY . . . on the east slope of the Sierras find Mt. Whitney the tallest peak in the continental United States. Excellent trout streams and lakes are easily accessible off Highway 395, and a visit to Bodie and Death Valley National Monument will make your California vacation complete.



EXPERIENCE CALIFORNIA

Please send me vacation and travel information on California.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

DIVISION OF TOURISM
California Department of Commerce
1400 10th Street
Sacramento 95814

Travel Is 'Where It's At' BUT, BE SURE YOU 'CALL YOUR TRAVEL AGENT'

Travel is increasingly becoming "where it's at" for today's Black family.

Many handle their own travel arrangements. And it usually starts out smoothly. Example: Everybody agrees that Mexico is the place to see.

Now, what to do about airline and hotel reservations, sightseeing excursions, entry documents and numerous other details that if mishandled can turn that dream vacation into a nightmare?

You can go on and try to do it all yourself, but probably with meager success and a surplus of headaches. The overall mechanics of traveling can be bewildering, especially for the "nouveau" traveler.

Even veteran globetrotters can spend weeks sending letters or cables and making phone calls trying to get the trip together and still not get it right.

What's the best way to avoid all the wear and tear and still be assured of a smooth getaway from start to finish?

Consider a travel agent.

A travel agent is more than a ticket seller or reservationist. He's a specialist trained to advise you on the best way to travel on your budget.

Simply find an agent whose judgment you trust, tell him what you want and how much you can spend. To find an agent, ask friends or associates for recommendations, or check the Yellow Pages of the telephone directory.

If you use the latter method, make a few calls and ask questions. Select the agent that impressed you as most capable and understanding of the kind of help you need.

There are 129 Black travel agencies throughout the nation listed on this and the next page. Nine of these agencies are in California.

Once you've decided on an agent, leave your vacation arrangements to him. You'll soon see that he can save you time, energy and possibly even money. Here's how:

He arranges your air transportation and car rentals. Generally, agents are appointed by transportation carriers to issue tickets and officially represent the carrier.

All appointments must be approved by the conference to which the carrier belongs, such as the Air Traffic Conference of America (ATC) or the International Air Transport Association (IATA).

Before an agent receives such an appointment, he must show financial responsibility and complete knowledge of the travel industry. However, not all agents have these carrier appointments. Usually this is because they are just getting started in the business or deal only in specialized services that do not require appointments.

Travel agents also arrange resort, motel or hotel accommodations, meals, transfers, sightseeing excursions and special features such as theater tickets or concerts. As a counselor, he advises you on insurance, foreign currency exchange, and documentary and health requirements. And his office is usually filled with colorful brochures on the places you plan to visit.

Now, what about itineraries?

Agents sell packaged tours, as well as prepare individual itineraries, personally - escorted and group tours. Individual itineraries are custom-made, put together just for you, but package tours are designed to fit the interests of a variety of travelers.

A package tour may be escorted or unescorted.

On the escorted tour, you travel in a group with an experienced tour director. Unescorted tours are more flexible, since you do not travel with a group and tour director. However, generally all basic costs are predetermined in both types of tours. With the exception of personal shopping and tipping (basic tips usually are included in the tour rate), optional activities and sometimes meals, most expenses can be budgeted in advance on packaged tours.

Group tours are a boon for church organizations, although they may also be cultural, business or just a fun bunch. Details on who may qualify and the savings available should be checked with your travel agent.

Travelers, Black or otherwise, generally want to get as much as possible for their money.

So, now that you know about the services a travel agent renders, you ask, "What's all this going to cost?" An agent's services usually are free. But not always.

Step into a travel agent's office. Browse around and discuss your travel plans, even ask for some information about the places you plan to visit. This first step is free.

If you retain the agent to make your airline reservations, that's free too. And, the ticket costs the same whether you buy it from the travel agent or directly from the air carrier.

When the travel agent makes hotel reservations or books space for you on a tour, again there is no fee.

How does the agent make a living? He receives commissions from the transportation carrier, hotel and tour operators he represents. However, a travel agent's income does not come only from commissions.

For intricate travel services such as multiple hotel reservations, there usually is a charge for services rendered. Also expect to pay a fee for the individual itinerary, which requires an agent to turn your interests into a special, personalized tour. You pay for the component parts of the trip (hotels, airline

(Continued on Page I-20)

American Airlines has begun a newspaper advertising campaign in the major cities on its route system, explaining "Why we always say, 'Call your Travel Agent'." "This advertisement is designed to direct travelers to a professional travel agent who can help them avoid taking a vacation they might later find is not suited to them," said H. G. (Red) MacKenzie, American's vice president agency and interline sales. "If you've ever gotten 'stuck' on a trip with the 'wrong' kind of clothes, or even worse, the 'wrong' kind of vacation (and who hasn't at some time or another?), you need more than someone to help you with reservations. You could use the services of a good Travel Agent," the message says.

Black-Owned travel Agencies

This is a list of Black-owned and/or -operated travel agencies. The abreviations IATA and ATC indicate accreditation by the International Air Transport Association or the Air Traffic Conference of America, respectively.

CALIFORNIA

Afro Travel
2847 35th St.
Sacramento, Calif. 95818
James Dorsey

Charm Travel Agency
510 17th St.
Oakland, Calif. 94612
Ambrosia Jones

450 Golden Gate Ave.
San Francisco, Calif. 94102
Brenda Wilkes (Manager)
IATA, ATC

Confident Travel
1499 Bayshore Hwy.
Burlingame, Calif. 94010
William Jackson

DeVoe Travel Service, Inc.
3678 W. Santa Barbara Ave.
Los Angeles, Calif. 90008
Alberto J. DeVeaux
IATA, ATC

Economy Christian Tours
2746 W. Florence Ave.
Los Angeles, Calif. 90043
Janice Darby

Elam Travel Center
3505 Broadway
Oakland, Calif. 94611
Theressa Elam-Clarke
ATC

Greene's Travel Service, Inc.
1804 W. Rosencrans Ave.
Compton, Calif. 90220

2829 S. Western Ave.
Los Angeles, Calif. 90018
Willie D. Greene
IATA, ATC

Island International Travel
(Foster City Travel & Tours)
1015 E. Hillsdale Blvd.
Foster City, Calif. 94404
Mercedez Rosen
IATA, ATC

COLORADO

Charles K. Allen Travel &
Tour Agency
3121 E. Colfax Ave.
Denver, Colo. 80206
Charles K. Allen
IATA, ATC

CONNECTICUT

Caribbean Travel Service
95 Woodland St.
Hartford, Conn. 06120
Arthur Allen, Elwood Morris,
Edgar Watson
IATA, ATC

Sage Allen Travel
900 Main St.
Hartford, Conn. 06103
Ella G. Brown
IATA, ATC

Vinnie's Travel Agency
226 Dixwell Ave.
New Haven, Conn. 06511
Vincent A. Williams
IATA, ATC

(Continued on Next Page)

A Growing List Of Black Agencies

DIST OF COLUMBIA

Continental African Travels
1127 Connecticut Ave., N.W.
Washington, D.C. 20036
Kwame Nkrumah
IATA, ATC

ETA Travel Agency
1825 Connecticut Ave., N.W.
Washington, D.C. 20009
Joseph P. Yeldell
IATA, ATC

Lincoln-Douglass Travel Inc.
1730 M St., N.W.
Washington, D.C. 20036
Charles E. Smith
IATA, ATC

Rogers Travel Bureau, Inc.
3903 Georgia Ave., N.W.
Washington, D.C. 20011
Fred L. Russell
IATA, ATC

Sage Allen Travel
7203 Walker Mill Rd.
District Heights, Md. 20028
Roberta Barnes
IATA, ATC

Star International Travel
1104 Vermont Ave., N.W.
Washington, D.C. 20005

Travel 'Way Travel Service
1800 K St., N.W.
Washington, D.C. 20006
Eric G. Sewell
IATA, ATC

FLORIDA

Gala Travel Inc.
10914 N.W. Seventh Ave.
Miami, Fla. 33168
Jacquelyne Spence, Marie Brown
IATA, ATC

North Travel Bureau, Inc.
6105 N.W. Seventh Ave.
Miami, Fla. 33151
Charles E. North
IATA, ATC

GEORGIA

Henderson Travel Service
931 Hunter St., N.W.
Atlanta, Ga. 30314

66 Luckie St.
Atlanta, Ga. 30303
J. R. Henderson
IATA, ATC

Pansco Travel Inc.
229 Peachtree St., N.E.
Atlanta, Ga. 30303
Meredith Richardson

ILLINOIS

B&B Travel
10833 S. Michigan
Chicago, Ill. 60628
Joseph Bridges

Cortex Travel Motel
3059 W. 141 Pl.
Blue Island, Ill. 60406

Destination Unlimited
6 N. Michigan
Chicago, Ill. 60602
Marguerite Paschall Brown
IATA, ATC

Harvey Travel Service, Inc.
188 E. 154th St.
Harvey, Ill. 60426
Marjorie Ferguson
IATA, ATC

Humphrey & Roberts
Travel Agency, Inc.
333 E. 63rd St.
Chicago, Ill. 60637
Helen Humphrey
IATA, ATC

Trains & Boats & Planes, Inc.
645 E. 87th St.
Chicago, Ill. 60619
Deborah J. Brewer
IATA, ATC

U Travel
1348 E. 55th St.
Chicago, Ill. 60615
Leslie M. Cole
IATA, ATC

INDIANA

Clause Dohn World Travel
1475 W. 86th St.
Indianapolis, Ind. 46260
Joseph R. Ellis
IATA

Twilight Travel Service
4003 Boulevard Pl.
Indianapolis, Ind. 46208
Joe Louis Ellis

KANSAS

Kurdian Travel
2924 E. Douglas
Wichita, Kansas 67202
Haig Kurdian
IATA, ATC

LOUISIANA

Four Corners Travel
2107 Dryades St.
New Orleans, La. 70113
Leonard L. Burns
IATA, ATC

MARYLAND

A'lete Travel
2000 Century Plaza
Columbia, Md. 21044
Othella Dixon
IATA, ATC

Aristocrat Travel Service, Inc.
3504½ Liberty Heights Ave.
Baltimore, Md. 21215
James T. Alston
IATA, ATC

Galaxy Travel, Ltd.
4602 York Rd.
Baltimore, Md. 21212
William Garrett
IATA

Mondawmin Travel Center, Inc.
1134 Mondawmin Concourse
Baltimore, Md. 21215
Herbert Brown
IATA, ATC

MICHIGAN

Dudley Tours & Travel, Inc.
11000 W. McNichols
Detroit, Mich. 48221
LeRoy Dudley, Jr.
IATA, ATC

Kennedy Travel Agency, Inc.
5744 Woodward Ave.
Detroit, Mich. 48202
Earl Kennedy
IATA, ATC

Royale Tours, Inc.
10828 W. Seven Mile Rd.
Detroit, Mich. 48221
Charles N. Taylor

Sky Service Travel
18450 Livernois
Detroit, Mich. 48221
D. Scott
IATA

Sphinx Tours, Inc.
1781 Outer Dr. E.
Detroit, Mich. 48234
Ermin Crowley

Vista Travel
8401 Woodward Ave.
Detroit, Mich. 48202
Rev. Elizabeth Green
IATA, ATC

MISSOURI

Pierre's Travel Service
7165 Lyndover Pl.
St. Louis, Mo. 63143
Bervyne DuPree

NEW JERSEY

BCT Blue Carpet Travel
433 Fabyan Place
Newark, N. J. 07111
Gerry George
IATA, ATC

Eries
340 Bloomfield Ave.
Montclair, N. J. 07042
Geneva Robinson
IATA

Get-A-Way Travel
462 Central Ave.
East Orange, N. J. 07018
IATA, ATC

Morrison Travel
1034 E. Grand St.
Elizabeth, N. J. 07201
Bill Morrison
IATA, ATC

N.E.A.L. Travel
410 Chancellor Ave.
Newark, N. J. 07112
Mamie L. Neal
IATA, ATC

Relax-A-Tours, Inc.
310 Orange Rd. W.
Montclair, N. J. 07042
Elizabeth Leach
IATA, ATC

Travelers House
1368 Teaneck Rd.
Teaneck, N. J. 07066
Jimmy Jones

Weidel Travel Service
107 S. Warren St.
Trenton, N. J. 08608
Rose Upshaw
IATA, ATC

NEW YORK

Alken Travel
1661 Nostrand Ave.
Brooklyn, N. Y. 11226
Alfred & Etta Lawrence
IATA, ATC

Allied Travel Bureau
1457 Bedford Ave.
Brooklyn, N. Y. 11216
Frank N. Brown
IATA, ATC

Aloha Travel Bureau, Inc.
656 Flatbush Ave.
Brooklyn, N. Y. 11225
Oswald Bartlett
IATA, ATC

Blue Mountain Travel
189-07 Jamaica Ave.
Hollis, N. Y. 11412
Lloyd Walcott
IATA

Buccaneer Travel Bureau, Inc.
142-13 Rockaway Blvd.
South Ozone Park, N. Y. 11436
Ollie Beckles
IATA, ATC

Calendar Travel Agency
227 Utica Ave.
Brooklyn, N. Y. 11213
Ethan C. Smythe
IATA, ATC

Cam-One Travel Bureau
869 Eastern Pkwy.
Brooklyn, N. Y. 11213
Charles A. McLeod
IATA, ATC

Caribbean Travel Service
2304 Seventh Ave.
New York, N. Y. 10030
W. E. Parker

Caribbean Travel Service, Inc.
128 Madison Ave.
New York, N. Y. 10016
Marie McBroom

Cordix Travel
40 W. 135th St.
New York, N. Y. 10037
Florence Carlisle

79 E. 161st St.
Bronx, N. Y. 10451
Denise C. Waters
IATA, ATC

Council Travel
3225 Third Ave.
Bronx, N. Y. 10451
Al Goodman

Courtesy Travel Agency
122-25A New York Blvd.
Jamaica, N. Y. 11434
Eli Curtis, Jr.
IATA, ATC

Davi-Court Travel, Inc.
4000 White Plains Rd.
Bronx, N. Y. 10466
Jean E. Davis
IATA, ATC

Edgerson's Travel, Inc.
505 Delaware Ave.
Buffalo, N. Y. 14202
Boker Edgerson
IATA, ATC

Ellison Travel Agency, Ltd.
846 Nostrand Ave.
Brooklyn, N. Y. 11225
Alfred J. Ellison
IATA, ATC

Ferguson Group Travel
90-30 Parsons Blvd.
Jamaica, N. Y. 11432
Robert Ferguson
IATA, ATC

Foster Travel Center
160 W. 125th St.
New York, N. Y. 10027
Karen Rogers
IATA, ATC

Guyana Travel Bureau
986 Nostrand Ave.
Brooklyn, N. Y. 11225
Pearl Cozier
IATA, ATC

Harlem Commonwealth Tours
215 W. 125th St.
New York, N. Y. 10027
James Dowdy
IATA, ATC

Harlem Travel Bureau, Inc.
2002 Fifth Ave.
New York, N. Y. 10035
Ester Sollas
IATA, ATC

Hollis Travel Bureau
111-16 Farmers Blvd.
Hollis, N. Y. 11412
Loretta M. Rollins
IATA, ATC

Holliswood Tours
173-06 Jamaica Ave.
Jamaica, N. Y. 11432
Thomas J. Brady
IATA, ATC

Hylton's Holiday Travel
365 Utica Ave.
Brooklyn, N. Y. 11213
Anita Hylton
IATA, ATC

I.G.T. Travel
1108 Merrick Blvd.
Jamaica, N. Y. 11433
Earl Jackson
IATA, ATC

(Continued on Next Page)

New York Has The Largest Number Of Black Owned Travel Agencies

(Continued from Previous Page)

Jay Jay Travel
149 Grand St.
White Plains, N. Y. 10601
Jesse J. Johnson

Kingston Travel
252 Kingston Ave.
Brooklyn, N. Y. 11213
Goodwin Friday
IATA, ATC

Lewter-Scott Travel
203 Nassau Rd.
Roosevelt, N. Y. 11575
Ruth Fuller Lewter
IATA, ATC

M-Bocat Travel Tours, Inc.
201 W. 125th St.
New York, N. Y. 10027
Claude Sharrieff
IATA

McIntosh's Travel
229 Schenectady Ave.
Brooklyn, N. Y. 11213
David S. McIntosh
IATA

N.E.W.S. Travel
1431 Amsterdam Ave.
New York, N. Y. 10027
Gladys B. Jewell

Nostrand Travel
730 Nostrand Ave.
Brooklyn, N. Y. 11216
Trevor Spence
IATA, ATC

Pan Euro-Carib Tours
36 Ganung Dr.
Ossining, N. Y. 10562
557 E. 169th St.
Bronx, N. Y.
Eloise Delain
IATA

Prince Travel
189-19 Jamaica Ave.
Jamaica, N. Y. 11423
H. Rutledge
IATA, ATC

Red Carpet Travel Service
79 Taylor Ave.
Roosevelt, N. Y. 11575
Florencia Walker

Royal Caribbean Travel
229-02 Linden Blvd.
Cambria Heights, N. Y. 11411
Demijohn Downer
IATA, ATC

Seale Travel
737 Franklin Ave.
Brooklyn, N. Y. 11238
George Ortiz
IATA, ATC

Transcontinental Tours
192-16 Linden Blvd.
St. Albans, N. Y. 11412
Samuel M. Hawley
IATA, ATC

The Travel Shop
2750 Linden Blvd.
Brooklyn, N. Y. 11208
Richard Mach
IATA, ATC

Tropical Tours
180-23 Linden Blvd.
Hollis, N. Y. 11423
George Heller

UniWorld Travel Associates, Inc.
50 W. 45th St.
New York, N. Y. 10036
Frances B. Blackwell
IATA, ATC

Why-Not Travel
233-01 Linden Blvd.
Cambria Heights, N. Y. 11411
Harold R. Browne
IATA, ATC

OHIO

Cooper Travel Bureau, Inc.
1945 E. 105th St.
Cleveland, Ohio 44106
Jackson H. Cooper
IATA, ATC

Kiwanja Travel Agency, Inc.
9 E. Bancroft
Toledo, Ohio 43620
Rev. J. B. Bradford

Travel Associates
210 White Hall Dr.
Yellow Springs, Ohio 45387
Dick Montgomery

PENNSYLVANIA

Bartlett Tours Co.
1525 Walnut St.
Philadelphia, Pa. 19102
Alma Molock
IATA, ATC

Bristol Travel
448 Mill St.
Bristol, Pa. 19007
Barbara Taylor
IATA, ATC

Penn Town Travel
411 S. 40th St.
Philadelphia, Pa. 19104
Jeannie Brown
IATA, ATC

Rodgers Travel Bureau, Inc.
5206 Chestnut St.
Philadelphia, Pa. 19139
William E. Griffin

31 E. Lancaster Ave.
Ardmore, Pa. 19003
C. Harold Rodgers
IATA, ATC

Sigler Travel Service
1330 W. Olney Ave.
Philadelphia, Pa. 19141
Igarland Sigler

Sylvia Travel Service
1515 Wood St.
Pittsburgh, Pa. 15221
Sylvia Bose

TENNESSEE

Business & Pleasure Travel Service
1176 S. Bellevue St.
Memphis, Tenn. 38106
Eldridge Mitchell
IATA, ATC

M&M Travel
1413 Jefferson St.
Nashville, Tenn. 37208
Thomas J. Mann

TEXAS

Better Tours & Travel
2215 Cleburne St.
Houston, Texas 77004
Myrtle Fonteno
IATA, ATC

Sterling Travel
518 S. Walter St.
San Antonio, Texas 78203
Mrs. Sterling Houston

VIRGINIA

Odyssey Travel Agency Inc.
11 Koger Executive Center
Norfolk, Va. 23502
William M. Hoeffler, Jr.
IATA, ATC

WISCONSIN

Happy Time Travel Agency
517 E. Wisconsin Ave.
Milwaukee, Wisc. 53202
Mrs. William Henderson
IATA, ATC

Travel Ideas Inc.
775 N. Jefferson St.
Milwaukee, Wisc. 53202
Robert Aronin

BAHAMAS

Island Travel Service, Ltd.
Churchill Ave.
Nassau
Tommy Thompson

Kennedy Travel Agency
(Happy Tours Ltd.)
Nassau
James Pennerman

Triangle Tours, Ltd.
Box N1897
Nassau
Edward Bethel

Tropical Travel
Box N7666
Nassau
Harcourt Bastian

BERMUDA

Donald Smith Agency
Box 364
Hamilton
Donald Smith

John W. Swan, Ltd.
Victoria St.
Hamilton
John W. Swan

CANADA

Tropical Tour Consultants
Box 1169
Adelaide St. P.O.
Toronto

GUATEMALA

Jerry's Tours Super Travel Service
9th St. 6-36
Guatemala City
Jerry A. Cattousse F.

JAMAICA

Information Tours
17 Orange St.
Montego Bay

PANAMA

Giscome Travel Agency
Calle L 2-27
Panama City 3
Iver S. Giscome

9th & Front Sts.
Colon
Alfonso Giscome

The Travel Agent...

(Continued from Page I-18)

tickets, etc.), as well as the agent's charge for his expertise, time and expenses. But the cost can prove minimal, compared to the time and legwork the agent saves you.

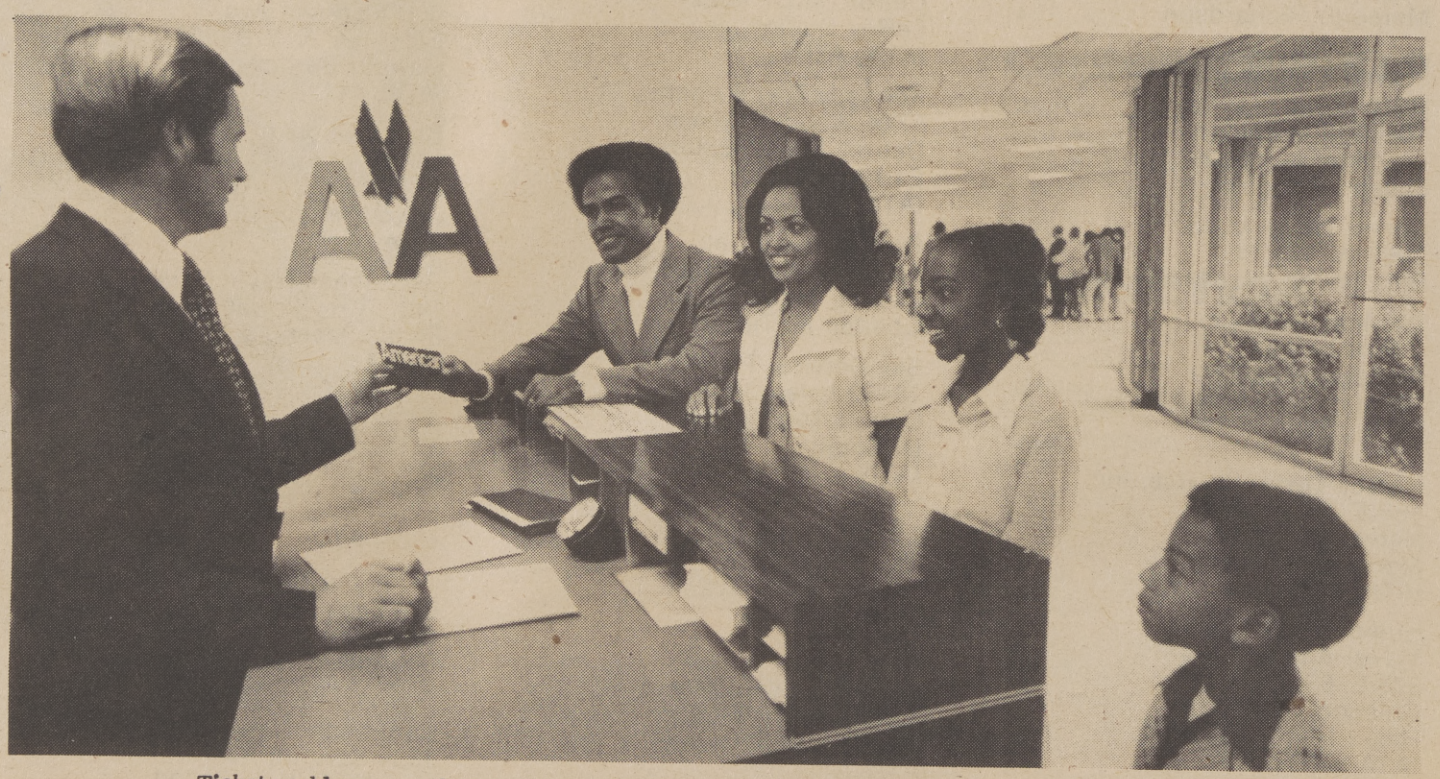
However, whether your trip does or does not involve an agent's fee, be prepared to pay a deposit to hold your reservations. The deposit simply means that you definitely plan to take the trip. It guarantees you a seat on the plane, a room in the hotel, or space on a tour. Generally figure on 10 per cent for an airline ticket or tour and 25 per cent for more complicated or expensive trips. Final payment usually comes due a few weeks before your departure.

What happens if you cancel the trip before making the final payment? In most cases your money is refunded, subject to the cancellation policies of the agent and the operators he represents. These policies determine the amount of refund and/or cancellation fee. Always check this point with the agent when you make your deposit.

If you cancel your trip after making the final payment, you still may receive some refund -- again depending on the cancellation policies of those involved.

A good travel agent cares about his reputation and will be fair and honest. It's important to him for you to have a smooth and enjoyable trip. After all, that's his job.

And when you're completely satisfied, he knows you'll use him again and of course, recommend his agency to your friends.



Ticket problems are almost all eliminated for you when you use a reputable Travel Agent.

LINES ELIMINATED

California's Computerized Campsite Facilities

It's been said that the easiest way to distinguish one of California's camping grounds from a Federal facility, is by spotting the long line of vehicles idling on the road toward a national park site.

The California Department of Parks and Recreation in Sacramento, virtually have eliminated the lineups of hundreds of pickup trucks, campers, tent campers, travel trailers, vans and motor homes.

The Department took a pioneering role a few years ago when it bowed to the age of electronics and went the computer route.

Today, there are 160 computers in retail stores across the state that are tied to the heart of the reservations system in Sacramento.

More than 110,000 campers, mostly Californians, made reservations through the computers in 1972.

Any California camper who has spent frustrating hours driving past one filled site after another appreciates the new system. It was always a sensible idea to make reservations in advance, but, under the old operation a work staff of about 25 women ran from three weeks to a couple of months late in processing applications.

Today, the fortunate Californian can find out in a few seconds if a camp site is available.

If so, he is issued a ticket every bit as reliable as a ducat to the Super Bowl game. And the employment roll in Sacramento is only three people for more than half the year ... five during the summer rush.

Here's how it works: The camper fills out an application. He hands it to the store employee who taps out the information on the computer to Sacramento.

Headquarters fires back confirmation . . . or "sorry, pick another site."

Some of the questions:

How many people? The maximum is eight per camp site.

Where? When?

Type of equipment? How big?

Are you bringing a boat? Car mounted?

By trailer?

Animals? How many?

Reservations can be made up to 90 days in advance of arrival date or as late as any Monday for the following Friday.

The applicant pays $1.50 for the computer service, operated by Ticketron Inc., the New York based national computer reservation corporation.

He also pays the rental cost for the duration of his stay at application time.

The man at the camp has to be informed. Every Monday night the headquarters office dispatches a list of reservations with information on numbers of people and size of rigs.

The manager selects the parking site. No-shows are given a 24-hour grace period before the reservations is turned over to a camper who tried the first-come, first-served method. Camp operators will not accept reservations by telephone or in person.

It all goes through Sacramento. That saves paperwork at the camping grounds.

Camp prices are uniform.

A developed site with electrical hookups runs $4 per day.

A developed site without hookups gets $3. Both provide flush toilets, piped drinking water, hot showers and laundries, an area with tables and stoves.

For the family that wants to rough it, there are primitive sites that go for $1.50 a day. Central water supply, access roads and dining tables are available. Toilets are chemical, pit type.

The department's application brochure describes the primitive as informal.

Animals were barred until the second year. And for some unexplainable reason, each dog now costs 50 cents a night and a park that accommodates horses only charges 25 cents per animal.

Just like managing an airline, a theater or a sports stadium, the people who run the state camps have to make provisions for cancellations.

This can be done within 48 hours of the scheduled arrival date. The rental fee is refunded, but not the $1.50 that pays for the computer operation.

Ticketron installs and maintains the equipment and earns its income from the service charge.

California intends to increase the number of branch computers.

For out-of-staters and for Californians remotely located from retail store computers, mail order applications are accepted in Sacramento.

There is no big push to attract people from outside of California.

Those visitors are not turned down because the parks do get Federal conservation funds. The state keeps the welcome sign out because those funds could stop.

"Frankly, we don't have enough space for our own people," says Lutz. "We also hear from Californians who complain when they can't get a reservation but see state license plates from as near as Oregon and as far as New York in our parks."

If the system has any flaws, they are human. A staffer in the headquarters office says that store employees occasionally will send in applications for camp sites where the facilities cannot handle extra large vehicles. However, the computer corrects that kind of a problem in a hurry.

Since every California isn't a camping buff, there is always the worry about cost.

Except for the Sacramento work force, the system's drain on the state treasury is virtually nil.

Based on the California experience, the state people and Ticktron see the concept expanding across the nation. Virginia got on board last summer.

California kicked off its program with a massive promotional campaign and the message got across.

Last August most of the campsites were booked for a couple of months in advance for weekend nights. Spots for the Thanksgiving holiday period also went early.

The state also takes care of requests for four tickets to San Simeon, the palatial manor built by the late publishing baron, William Randolph Hearst.

A single computer is reserved for San Simeon and most of the business comes from out-of-staters.

Those enterprising Ticketron people see Federal, county, city and private camping areas eventually coming into the fold.

They are even talking about a day when you won't have to go to a retail store computer.

You may be able to dial directly to a central machine from your home.

Split-second data on site availability plus suggestion for alternate camping spots would be supplied just as they are in the California department stores today.

Weed
Mt. Shasta
Mt. Shasta
McCloud
Adin Summit
Adin
Bunsmuir
89
Lake Britton
Bieber
299
99
McCloud River
Fall River Mills
Pit River
Burney
Shasta Lake
89
Hat Creek
N
299
Redding
Whitmore
44
Millville
Shingletown
Viola
Lassen Volcanic National Park
44
Westwood
36
Susanville
Chester
36
89
Lake Almanor
147
Mt. Meadows Res.
Red Bluff
36
Butt Lake
395
89
99E
32
Quincy
5
Bucks Lake
70
Orland
Chico
Yuba Pass
Lake Pillsbury
Downieville
Oroville
89
49
Middle Yuba River
Donner Summit
Ukiah
Lake Spaulding
South Yuba River
Truckee
20
Nevada City
28
Colusa
Grass Valley
Tahoe City
Clear Lake
Williams
Yuba City
Marysville
Bear River
80
99E
Auburn
Sacramento River
Feather River
Lincoln
Echo Summit
5
Roseville
South Fork American River
89
Carson Pass
Placerville
Sacramento
Woodland
50
Cosumnes River
101
Davis
50
99
16
49
Santa Rosa
North Fork Mokelumne River
Jackson
Mokelumne Hill
4
Novato
Vallejo
80
Fairfield
88
12
San Andreas
Stanislaus River
Rio Vista
12
Stockton
Angels Camp

State Campsites & Picnic areas

Pit River Area 1 through 10 on map

1 DEADLUN CREEK—28 camp units. From State Route 299 at Hillcrest take Big Bend Road north 15 miles to Big Bend, then 7 miles to Deadlun Creek arm of Iron Canyon Reservoir. Maintained by U.S. Forest Service. (F, B, BL-nearby). 2700 ft. elevation. Fee: $1 per night.

2 NORTH SHORE—30 camp units. North shore of Lake Britton, 56 miles east of Redding. From junction of S.R. 299 and S.R. 89, 5 miles east of Burney, take S.R. 89 north 10.5 miles. Turn west onto Old Highway Road, 2 miles southwest. (F, S, B, BL-nearby, WS). 2800 ft. Fee: $2 per night.

3 THE PINES—10 picnic units. North shore of Lake Britton west of S.R. 89 bridge, 8 miles north of U.S. 299 intersection. (F, S, B, BL-nearby, WS). 2750 ft.

4 TROUT LAKE—fishing and waterfowl hunting access. Located at the Rat Ranch in McArthur Swamp, along the Tule River. Turn off S.R. 299 at McArthur, go north 4.5 miles. Sanitary facilities, parking. (F, B). 3300 ft.

5 BAUM LAKE—fishing access. Sanitary facilities, parking. Turn south from S.R. 299, 2.5 miles northeast of intersection with S.R. 89, toward Cassel. Turn east 1.5 miles on Crystal Lake Fish Hatchery Road. (F, B-NM). 2900 ft.

6 CASSEL—20 camp units. East of Burney. From S.R. 299 2.5 miles east of junction with S.R. 89, turn south on Cassel Road, 4.5 miles. (F). 3200 ft. Fee: $2 per night.

7 KILARC—8 picnic units. East of Redding 38 miles. From S.R. 44, take Millville turnoff. At Millville, go north on Whitmore Road 17 miles, continue east two miles to Fern Road 2 miles north, turn northeast on Miller Mountain Road 4 miles. (F). 3800 ft.

8 MACUMBER RESERVOIR—7 camp units and 5 picnic units, 42 miles east of Redding. From its junction with S.R. 44 about 4 miles west of Viola, take Macumber Road north. (F, S, B-NM). 3500 ft. Fee: $1 per night.

9 LAKE GRACE—10 picnic units. Southeast of Shingletown, 34 miles east of Redding on S.R. 44. Turn south from 44 on Wilson Hill Road 1.5 miles toward Manton, then east at Lake Grace-Lake Nora turnoff. (F). 3500 ft.

10 LAKE NORA—10 picnic units. Half-mile beyond Lake Grace. (F). 3500 ft.

Feather River Area 11 through 25 on map

11 LAST CHANCE CREEK—25 camp units. In Chester take Juniper Lake Road west 1.2 miles, turn right on private road, north 3 miles. (F). 4500 ft. Fee: $1 per night.

12 CATFISH BEACH—fishing access, 3 picnic units. North end of Lake Almanor, approximately 2 miles east of Chester. Turn south off S.R. 36 at Chester boat launch ramp. Go .1 mile, turn left and follow road along lakeshore. (F, S, B, BL-nearby). 4500 ft.

13 FOX FARM—40 camp units. Northwest of Lake Almanor Dam, .5 mile off S.R. 89. (F, S, B, BL-nearby, WS). 4500 ft. Fee: $2 per night.

14 MOUNTAIN VIEW—20 camp units. Northwest of Lake Almanor Dam, .5 mile off S.R. 89. (F, S, B, BL-nearby, WS). 4500 ft. Fee: $2 per night.

15 ROCKY POINT—20 camp units. Northwest of Lake Almanor Dam, 1 mile off S.R. 89. (F, S, B, BL-nearby, WS). 4500 ft. Fee: $2 per night.

16 EAST SHORE—10 picnic unit roadside rest. East shore of Lake Almanor, 1.5 miles north of Almanor Dam via S.R. 147. (F, S). 4600 ft.

17 ALMANOR SCENIC OVERLOOK — East shore of Lake Almanor on S.R. 147, .5 mile north of junction with S.R. 89. Parking area. Photo spot, beautiful view of lake, Lassen Peak in background. 4500 ft.

18 CANYON DAM—12 picnic units and swimming beach. East of Lake Almanor Dam, one-quarter mile north of S.R. 89. (F, S, B, BL-nearby, WS). 4500 ft.

19 PONDEROSA FLAT—45 camp units. North end of Butt Lake on the east shore. Take Butt Lake Road off S.R. 89, six miles northwest of Almanor Dam. (F, S, B, BL-nearby). 4150 ft. Fee: $2 per night.

20 COOL SPRING—22 camp units. 1.5 miles below Ponderosa Flat on east shore of Butt Lake. (F, S, B, BL). 4150 ft. Fee: $2 per night.

21 SODA SPRINGS HISTORICAL SITE—restored potable mineral springs. Follow directions below for Yellow Creek Campground. Springs are located on the east side of Humbug Valley, on road to campground.

22 YELLOW CREEK—10 camp units. Southwest of Lake Almanor at southern end of Humbug Valley, 10 miles from S.R. 89 on Humbug Valley Road. (F). 4400 ft. Fee: $1 per night.

23 BELDEN—4 picnic units, roadside rest and historic gold ore stamp mill. North side of S.R. 70 at Belden Powerhouse. (F). 2300 ft.

24 SHADY REST—6 picnic-unit roadside rest. North of Cresta Powerhouse 2 miles in the Feather River Canyon on S.R. 70. (F). 1600 ft.

25 HASKINS VALLEY—65 camp units. On south shore of Bucks Lake 12.5 miles west of Quincy. Take Bucks Lake Road from S.R. 70. (F, S, B, BL, WS). 5200 ft. Fee: $2 per night.

Interstate 80—Donner Summit Area 26 through 34 on map

26 LAKE SPAULDING—24 camp units. 2.5 miles west of Interstate 80—S.R. 20 junction. Seven-day time limit on campground occupancy during July and August, two-week time limit during remainder of season. (F, S, B, BL, WS, OC). 5000 ft. Fee: $2 per night.

27 BEAR VALLEY—group picnic ground. On Bowman Road, 4 miles west of Interstate 80—S.R. 20 junction. Will accommodate up to 100 persons. By reservation only. For reservations, write to District Manager, PG&E, 327 Church St., Colfax, California. (F). 4500 ft.

28 DEER CREEK FOREBAY—5 picnic units, 17 miles east of Nevada City on S.R. 20. Turn south on Remington Hill Road 1.8 miles, then west 4 miles on Deer Creek Forebay Road. (F). 4500 ft.

29 LAKE VAN NORDEN—8 camp units, 7 picnic units. From Interstate 80 take old Donner Pass Road to Soda Springs, turn south, cross SP tracks, go east .5 mile. (F, S, B). 6800 ft. Fee: $2 per night.

30 KIDD LAKE—group campground. Will accommodate up to 100 persons. By reservation only. Write to PG&E office as noted in Bear Valley listing for reservations and fee schedule. Approximately 4.5 miles southwest of Interstate 80—old U.S. 40 junction. At Soda Springs, turn south one mile on Serene Lakes Road, then turn west 3.5 miles on Pahatsi Road. (F, S, B). 6650 ft.

31 KELLY LAKE—5 picnic units. From Interstate 80 at Yuba Gap Interchange, go east 3 miles via roads 17N21 and 17N20. (F, S, B-NM). 5800 ft.

32 SILVERTIP—10 picnic units. From Interstate 80 at Yuba Gap Interchange, go east .3 mile on road 17N21, turn south on road 17N21A, 1.8 miles to Lake Valley Reservoir. (F, S, B, BL). 5700 ft.

33 LODGEPOLE—10 camp units. From Interstate 80 at Yuba Gap Interchange, go east .3 mile on road 17N21, turn south on road 17N21A 1.8 miles to campground below dam. (F, S, B, BL-nearby). 5700 ft. Fee: $2 per night.

34 HALSEY FOREBAY—4 picnic units. Northeast of Auburn. 4.5 miles above Auburn turn west off Interstate 80 onto Dry Creek Road. Go .3 mile then right on Christian Valley Road. (F). 1800 ft.

Carson Pass—Highway 88 Area 35 through 46 on map

35 FERGUSON POINT—10 picnic units. Located along north shore of Silver Lake. Turn east off S.R. 88 on county road just north of dam. (F, S, WS, B, BL-nearby). 7200 ft.

36 OYSTER CREEK—roadside rest—6 picnic units. One mile north of Silver Lake dam on east side of S.R. 88. 7200 ft.

37 SILVER LAKE EAST—20 PG&E camp units, cooperative with 42 adjacent U.S. Forest Service camp units. One-quarter mile north of Silver Lake dam on east side of S.R. 88, 48 miles east of Jackson. (F, S, B, WS, BL-nearby). 7200 ft. Fee: $2 per night.*

38 SILVER LAKE WEST—17 PG&E camp units cooperative with 17 adjacent U.S. Forest Service camp units. One-quarter mile north of Silver Lake dam on west side of S.R. 88, 48 miles east of Jackson. (F, S, B, WS, BL-nearby). 7200 ft. Fee: $2 per night.*

*$1 with Golden Eagle or Golden Age Pass.

39 LOWER BLUE LAKE—15 camp units. Reached by 14-mile, graded Blue Lakes Road from Hope Valley. Road connects with S.R. 88, 5.2 miles east of Carson Pass (2.5 miles west of 88-89 junction). No supplies available at Blue Lakes. (F, B). 8100 ft. Fee: $2 per night.

40 MIDDLE CREEK—8 camp units. One-quarter mile beyond Lower Blue Lakes Campground. (F). 8200 ft. Fee: $2 per night.

41 UPPER BLUE LAKE DAM—10 camp units. One-quarter mile beyond Middle Creek Campground. (F). 8200 ft. Fee: $2 per night.

42 UPPER BLUE LAKE—32 camp units. One mile beyond dam. (F, B). 8200 ft. Fee: $2 per night.

43 SALT SPRINGS—4 picnic units. Reached by graded, winding roads. From Inspiration Lodge east of Jackson, turn south, 7 miles to junction with Salt Springs Road. Turn east to reservoir, 17.5 miles. (F, B). Hazardous to boats when windy. No rentals or supplies. 3700 ft.

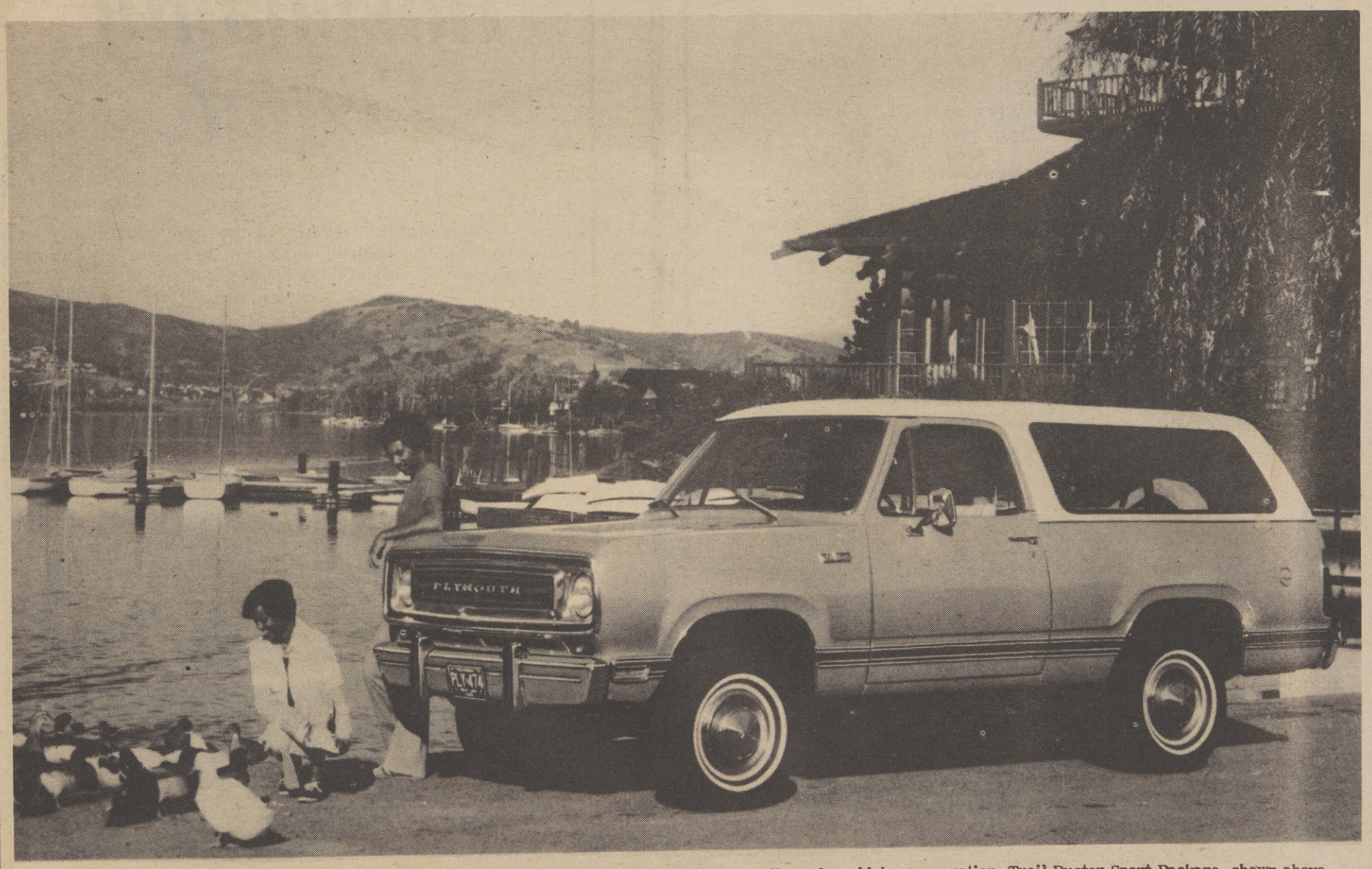
44 TIGER CREEK AFTERBAY—13 picnic units at two locations on the reservoir. Turn east from S.R. 88 at Buckhorn Lodge, 18 miles east of Jackson; 3 miles on good road to North Fork Mokelumne River and reservoir. (F). 2300 ft.

45 LAKE TABEAUD—10 picnic units. From S.R. 88 in Jackson take Clinton Road east 6 miles. Turn off on Lake Tabeaud Road, 2 miles to reservoir. (F). 2000 ft.

46 ELECTRA—7 picnic units on Mokelumne River. From S.R. 49 at the Mokelumne bridge's north end, take graded road 3 miles east along river. (F, S). 750 ft.

Partial reprint of PG&E's guide to campgrounds and recrational facilities.

(F) Fishing (S) Swimming (B) Boating (BL) Boat Launching Ramp (B-NM) Boating, No Motors (WS) Water Skiing (OC) Overflow Camping



Trail Duster, Plymouth's venture into the sport utility vehicle market. The versatile, 106"-wheelbase unit, with full-time four-wheel drive, is designed for recreation and driving enjoyment as well as for rugged work duty in either off-road or highway operation. Trail Duster Sport Package, shown above, with deluxe interior and exterior trim items, steel or canvas roofs are optional.

Part Of Vacation Fun ... Is Being Fashionable

Glide swiftly through this summer, free as a bird in the sun. Summer brings vacations, and vacations bring freedom--to play, to don bright brief clothing, to choose fashionable sunshades to shield your eyes from the often merciless California sun. Cool Ray Polaroid Sunglasses as shown here, are very much a part of the smart, fashionable vacationer. Face your sunsplashed summer with style with bright, easy fashions and sunglasses that combine styling with convenience.

ON STAGE

A UNIQUE RESTAURANT

HIGH ATOP THE GRANDSTAND AT CAL EXPO!

Join the "IN" crowd, and see the races from high above the grandstand in Cal Expo's all new "ON STAGE" Restaurant!

Here, in the cool elegance of "ON STAGE", you'll feel the excitement mount as an ordinary day at the races becomes an event Spectacular!

You'll sample delicacy after delicious delicacy, from "on the house" hors d'oeuvres, to any one of our six superb entrees, served from a magnificent buffet by your hostess.

BACK STAGE

LOUNGE

HIGH ATOP THE GRANDSTAND AT CAL EXPO!

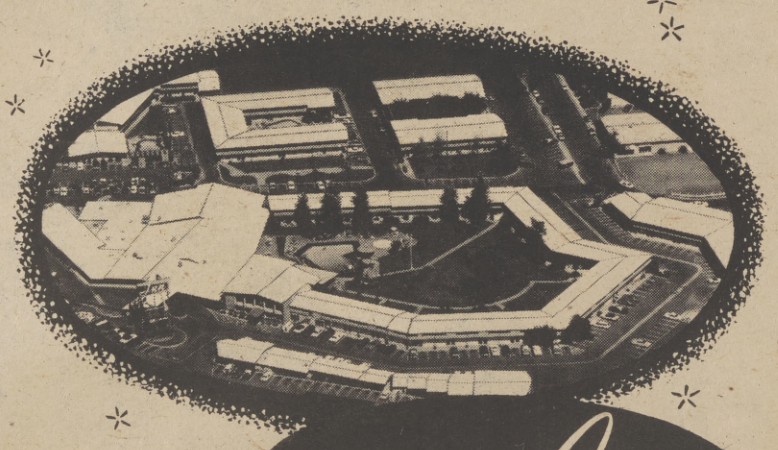
Where the fun starts and keeps on going long after Sacramento goes to sleep. If you like savory food, honest drinks, and lively entertainment Friday and Saturday nights, come on "BACK STAGE"! It's THE place to be when the sun goes down.

Welcome to Sacramento's

Hospitality Center

In Sacramento it's "the Inn" for hospitality and friendly relaxation. 325 airconditioned rooms, three swimming pools, dining room and coffee house. Color TV. Banquet and convention facilities include 19 rooms seating 10 to 550. Dancing with Allan King and the Orchestra.

FREE AIRPORT COURTESY CAR



SACRAMENTO Inn

ARDEN WAY AT THE FREEWAY

PHONE (916) 922-8041

Take To The Water...

(Continued from Page I-15)

balance is provided by the crew, for the most part.

The centerboard, which is raised and lowered from a trunk in the center of the boat, is intended to help the boat drive forward when sailing at angles into the wind (to windward).

Without it, the boat would be pushed sideways as much as forward. When going downwind, however, it is raised, lowering the resistance and increasing the speed.

For the person just getting into sailing, the centerboard boats have other advantages, including these:

. Because the board is retractable the boats are easily trailered and launched, thus eliminating the added cost of winter and summer storage, probably the largest operational expense for keelboat owners.

. The retractable board permits the boat to be brought into shallow water, which is an important factor in inland-lake sailing.

. Most important, perhaps, is that the sensitivity of center-board boats, in contrast to the heavier keel types, makes them good instructional craft.

The nuances of boat trim, crew weight distribution, sail handling and helmsmanship are much more easily felt in these lively little boats.

Centerboard boats can capsize, but seldom do when capably handled. However, such apprehension should not deter the beginner.

Most small centerboard boats are fitted with flotation tanks and can be righted easily. In fact, some sailing instructors will make capsizing and righting the first step in their lessons.

Bus Tours...

(Continued from Page I-13)

In Yosemite National Park, where free bus service is in use once a visitor gets there -- advance reservations for the first six months of this year are up 30 per cent from 1973.

The bus service is to be tried at nearby Sequoia National Park as well, this year.

So popular are railways becoming, that some runs of Amtrak trains, especially those headed for national - park areas in the West, already were sold out in February for summer months. This is happening despite fare increase due this month.

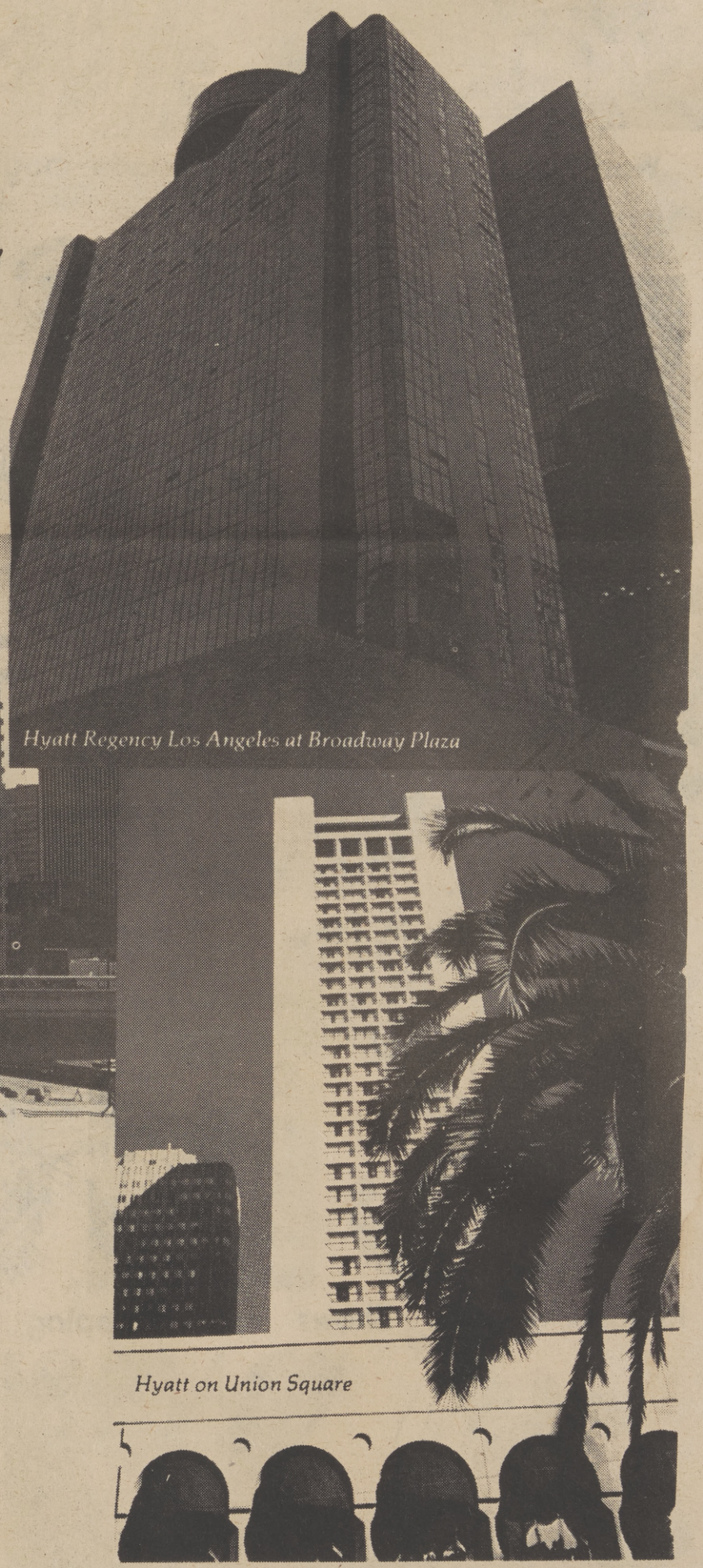
To help handle the burden of sharply expanded traffic, Amtrak has opened two new rail routes. One runs between St. Louis and Laredo, Tex., and the other between the California cities of Bakersfield and Oakland.

In addition, the nation's passenger-railroad system will offer summer scenic tours tied in with buses, rental cars and perhaps even some boat cruises in certain parts of the country.

Airlines, although caught in a cost squeeze by soaring fuel expenses, are trying to encourage people to leave their cars at home and take flights that leave at off-peak hours. Some carriers offer cut rates for passengers to take such flights. TWA and United are promoting lower-priced trips for travelers who buy tickets weeks in advance.

Something's up, downtown.

Hyatt Regency San Francisco in Embarcadero Center



Hyatt Regency Los Angeles at Broadway Plaza

Hyatt on Union Square

Hyatt has a trio of spectacularly new hotels in San Francisco and Los Angeles.

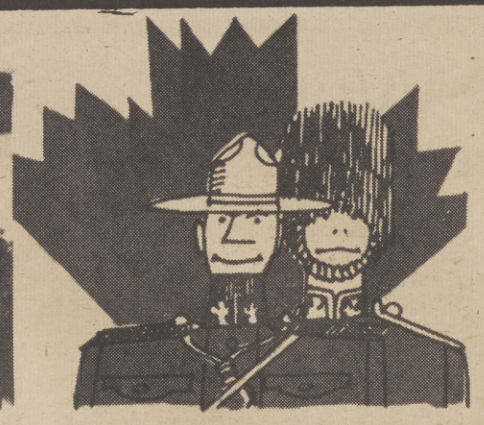
In Southern California it's Hyatt Regency Los Angeles at Broadway Plaza. The strategic downtown location is just blocks from two important freeways and the financial, civic and social centers of L.A.

There are two new Hyatt Regency Hotels in San Francisco: Hyatt on Union Square in the fashionable and historic heart of the city, and Hyatt Regency San Francisco in Embarcadero Center, adjacent to the financial district, and convenient to Fisherman's Wharf, Chinatown and other points of interest.

Two's company, and the third is down south.

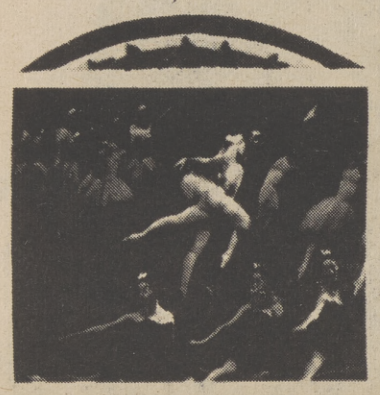
HYATT HOTELS
1338 Bayshore Highway
Burlingame, California 94010

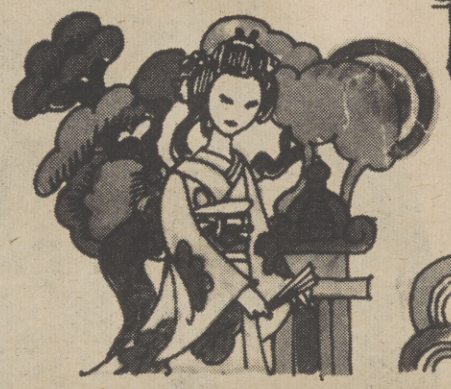
For information and reservations at any Hyatt Hotel call your Travel Agent or toll free 800-228-9000.



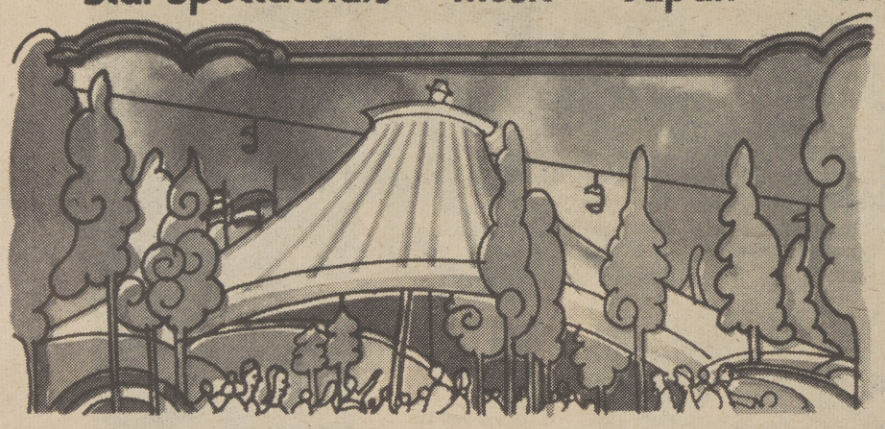
Pacific Northwest Adventure Outdoor Events Canada

Washington State Fun Spectacle - magic Soviet Union



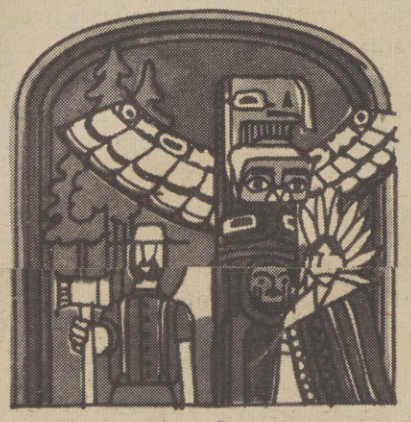


Star Spectaculars Music Japan Color Ride over the Falls



Art United States Rides International dining

Republic of China Shows Exotic shopping Gem-like site



Mexico Fascinating pavilions The Smithsonian Institution

Printed in U.S.A.

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Take the vacation you thought was impossible this year.

World's Fair '74.

It's possible. Believe it.

A whole world of great national pavilions. A brilliant adventure in entertainment, amusements and scenic beauty — all "energy easy" to reach in the air, rail, highway center of Spokane, Washington.

One hundred acres and six months of magic. An international experience without immediate parallel!

World's Fair '74. Celebrating tomorrow's fresh new environment.

Who'll be here when you are?

The World. Allied for the Earth.

The United States, Soviet Union, Australia, Japan, Republic of China, Canada, West Germany, Republic of Korea, Iran, Mexico, the Philippines, more!

Fascinating national pavilions.

The $11,500,000 U.S. Pavilion climaxes America's one great show of the next ten years. The Soviet Union Pavilion represents that nation's most spectacular exhibit ever brought to the Western Hemisphere.

And you'll go on to major industrial pavilions and programs. Among them — Ford, General Motors, Kodak, United Airlines, General Electric, Boeing, the Bell System.

The World's Fair invites you to a folklife festival, produced in association with the Smithsonian Institution.

And to a mint-new, 21-ride, world-premiere amusement area.

Take a brightbubble gondola ride over thundermist Spokane Falls. Stroll fountain-cooled esplanades of the heartlift river-island site and discover art, music, foreign dining and shopping.

Starstream.

Surprise yourself with a starstream of entertainment from performing arts capitals. A sampling: The Moiseyev Dancers, Bob Hope, Helen Reddy, Harry Belafonte, Chicago, Sonny and Cher, Zubin Mehta and the Los Angeles Philharmonic, Jack Benny, John Denver, the Royal Shakespeare Theatre with Sir Michael Redgrave and Dame Peggy Ashcroft, Ella Fitzgerald, Lawrence Welk, Gordon Lightfoot, Liberace.

The only way to see more of so many countries, such superb entertainment, would be to go around the world.

This year, take a simple but dazzling short cut.

World's Fair '74.

"Energy easy" shortcut.

Enjoy a two-nation vacation in the U.S. and Canada — mountains, lakes, Pacific beaches — via Spokane as a convenient, "energy-easy" center. The World's Fair city is served by United, Northwest Orient, Hughes Airwest and Cascade airlines. There's regular and special Amtrak service, and fast buses by Greyhound and Continental Trailways. And Interstate 90 sweeps you into downtown Spokane — walking distance from the Fair site.

We thought you should know. In time to raise your sights to the decade's most exciting international experience.

Ask your travel agent.

expo'74®
World's Fair
Spokane, USA

World's Fair '74

SPOKANE - Going to the World's Fair? Expo '74 officials have a few tips to help keep you healthy and happy while you are there.

They say there is nothing like a blister, a fainting spell or a mid-afternoon sunburn to ruin your day. Plenty of such casualties are showing up at the Expo dispensary, according to Karen Porter, chief medical supervisor.

"No need for it to happen either," she adds. "This fair is built for comfort."

Her tips for having a good day at Expo:

- Breakfast is important. Most of the people who faint haven't eaten breakfast.
- Wear comfortable shoes. It takes many hours of walking to see everything at this World's Fair.
- Wear a hat. That bright, sparkling sunlight can get to you.
- Don't get sunburned, either. It hurts. Babies in strollers are particularly vulnerable.
- That spectacular river with its fuming falls and rapids is great to look at, but not to fall into.
- Take a break. Sit in the shade. Relax.
- Where is Junior? Kids have a habit of wandering off when things are as interesint as they are at Expo '74.
- Come in the evening if you want to avoid lines. It's cooler then, too.
- No need, really to try to do it all in one day. You need to be fresh to enjoy a World's Fair.
- Smile.

Aerial view of the site of Expo '74 World's Fair in Spokane, Washington. In the center of the photo is Havermale Island, once a decaying railroad yard. The circular structure is the U.S. pavilion. To the left is the International pavilion housing West Germany and the Republic of the Philippines. Above that is the Russian pavilion, the largest foreign exhibitor with 52,-000 square feet. The upper left hand portion of the picture shows the Washington state pavilion, which will house an Opera House and art galleries.

Fair's Afro-American Pavillion

The Afro-American Pavilion at Expo '74 approaches the World's Fair theme of "Celebrating Tomorrow's Fresh, New Environment" in human terms.

"Environment relates as much to man's attitude toward his fellow man as it does to physical aspects of the land, air and water that sustain him," said the director of the exhibit, Frank H. Russell of Tacoma, president of the Pan-African Foundation, a nonprofit corporation which sponsors the pavilion.

"We believe experiences among people create the true environment we live in. The concept of the pavilion is to show the Afro-American's contribution to this society.

"Attendance at Expo is expected to be about 4.8 million, and about 90 per cent of those visitors will be non-blacks. This is a unique opportunity to provide a better understanding and appreciation of the Afro-American heritage among them -- a real chance to build a better human environment."

The Afro-American exhibit is believed to be the first to occupy a major pavilion at a world's fair. It is funded by a $200,000 grant from the Washington State Legislature and matching funds raised through private contributions, with administrative and financial support from Expo '74, Inc.

"We hope that most of this exhibit will become a permanent facility in Spokane -- a catalyst for a cultural center for other minorities as well as blacks," Russell said. "Both Washington State University and Eastern Washington State College have shown interest in providing a permanent location for it, although much will depend on continuing funding."

The pavilion occupies a 6,000 sq. ft. site landscaped and heavily planted with treas, shrubbery and flowers in keeping with the natural setting of the first environmental world's fair, which is being held in Spokane from May 4 to Nov. 3.

During that time, black artists, sculptors and musicians will display their talents in a setting of exhibits that trace the history of Afro-Americans from pre-slavery times in Africa, through the slavery period and into their continuing struggle for legal and social equality.

"Besides exhibits of finished paintings and sculptures we will have artists at work which people can watch as they move through the pavilion," Russell said. "And along with the music and dancing you might expect in the theatre section, we will present poetry readings and contemporary drama by black writers."

The pavilion is divided generally into four areas, Russell said. The first is a "heritage Tunnel" that traces the history of Afro-American man -- and woman, Russell stressed -- from his roots in Africa to the present day. It consists mainly of audio-visual presentations, including 16mm films made especially for the World's Fair.

Also included is a section on early African dwellings and other structures works of art, economic life and music.

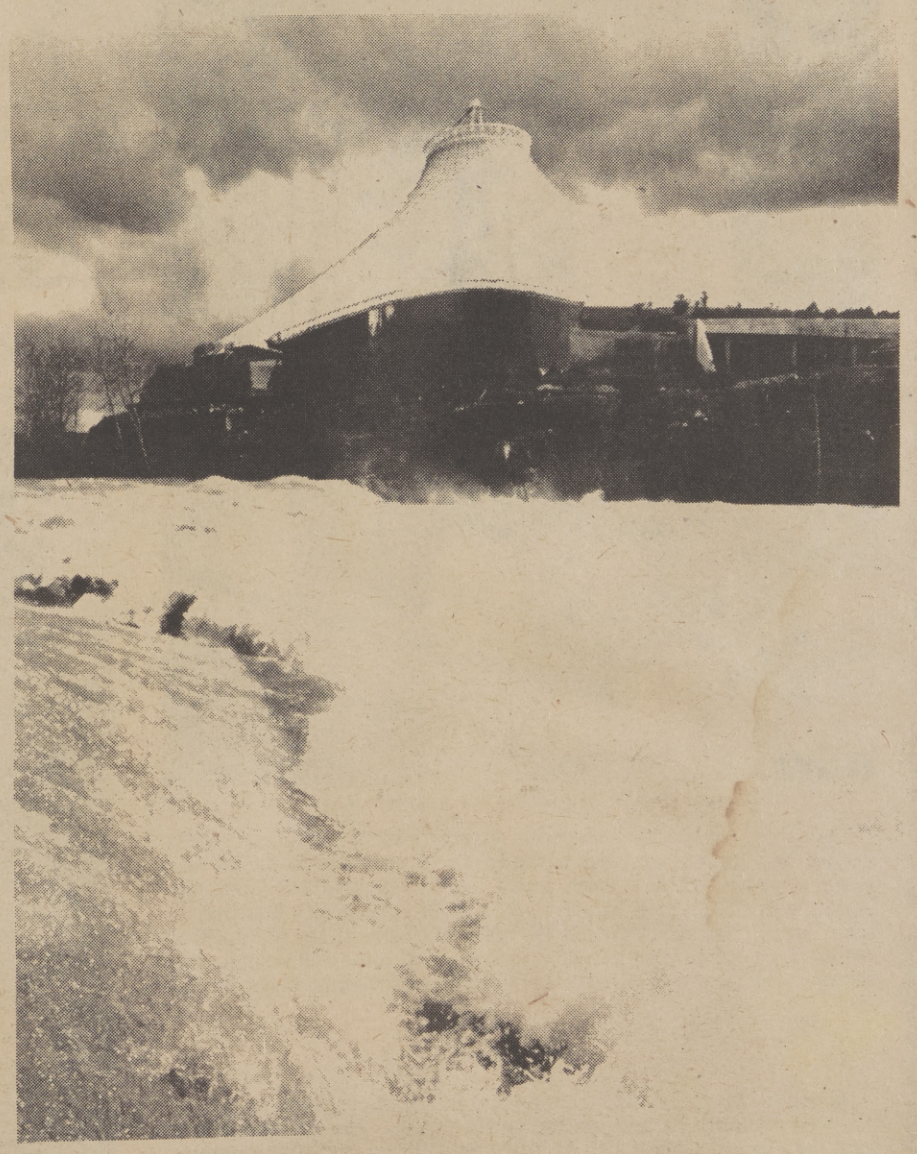
Next is a photographic exhibit featuring current and recent black leaders, entertainers, sportsmen, businessmen, writers, musicians and other successful black men and women.

Live performances will be held in the walk - through theatre throughout the fair, Russell said, and slide and film presentations will supplement them.

Non-black visitors to the fair may be surprised by some of the historical exhibits, Russell said. They will see, for instance, that black inventors contributed such items to U.S. society as the gas mask, the shoe lathe and the first centrifuge used to separate blood plasma.

The Afro-American Pavilion relies heavily on technical assistance from the Eastern Washington State College Black Studies Group and on physical exhibits on loan from black studies centers around the U.S.

Among those represented are the Jackman Collection from Atlanta University, the Moreland Collection from Howard University in Washington, D.C., the Schomberg Collection from New York and the Amistad Research Center of New Orleans.



The rushing waters of the Spokane River is the setting for Expo '74 World's Fair. Theme of the fair is "Celebrating Tomorrow's Fresh, New Environment." In the background is the largest of the exhibits, the U.S. Pavilion.

Come To Life...

The Company

Harrah's is an original. It is not modeled after any other gaming enterprise. The history of Harrah's is inextricably bound to the people who built it. Almost all of them are Westerners who learned the business of gaming with Harrah's while Harrah's devised and perfected its present business methods.

In 1937, Harrah's opened a bingo parlor in Reno with six employees, some of whom are still with Harrah's. Today, Harrah's employs more than 5,500 people in its summer peak season.

In 1949, Harrah's opened its first casino property on Reno's colorful Virginia Street, in the same block with the famous arch which proclaims, "The Biggest Little City in the World." Still in operation, the original Harrah's was where many of the company's management people began.

Harrah's took a major step in 1955, when it purchased the Gateway Club at Lake Tahoe. Located just inside Nevada on the California border, it was the start of the highly successful Harrah's complex on Tahoe's South Shore. It was here that Harrah's first experimented with big name entertainment, a hallmark ever since.

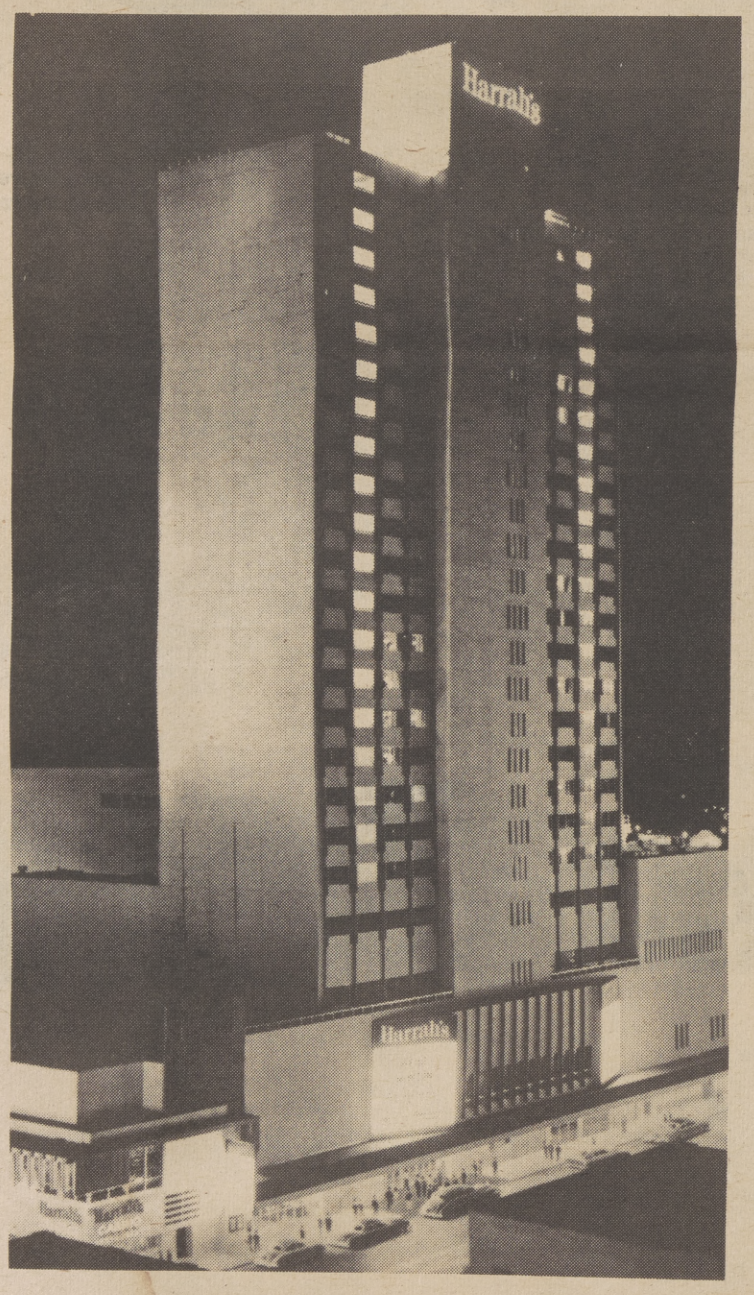
In the years immediately following, Harrah's acquired several more properties at Lake Tahoe adjacent to the California border. The location is considered one of the best in the state. On one of these properties Harrah's built its present South Shore Room Theatre-Restaurant, which was opened in December 1959, starring Red Skelton.

The Lake Tahoe property now includes more than 27 acres and Harrah's casino is the largest in the world. Harrah's Tahoe Hotel opened in November of 1973. Construction of an additional 290 rooms will be underway this month. Expansion of the parking garage is nearing completion. The facility will contain parking on six floors for approximately 900 cars.

Reno, meanwhile, was also expanding. The Virginia Street casino was doubled in size in 1957. In 1963, a brand new Harrah's casino and restaurant was built on an adjoining parcel of land. Then in 1966, next door to this new building, Harrah's leased the site of its present hotel property, immediately remodeling and expanding it into the present casino and 500-seat theater-restaurant. Harrah's bought the property in 1968, and began construction of a 24-story, 325-room hotel over the casino and theatre-restaurant. The gaming and shows continued without interruption during the construction and the hotel opened in November 1969.

A spacious new lobby and registration area was opened on the second floor of Harrah's Reno Hotel October 1973. The Garden Room Restaurant was relocated on the second floor February 1974 and the entire ground floor, with the exception of the theatre-restaurant and cabaret, is now casino. Improvement and expansion is an on-going process at Harrah's.

Interwoven through the history of Harrah's is the incredible Harrah's Automobile Collection. It is the largest automobile museum in the world and has brought Harrah's and the gaming industry world-wide prestige and attention.



Harrah's 18-story, 250-room luxury resort hotel at Tahoe opened last November and already it is considered one of the world's great hotels. Each guest room features two complete baths with individual televisions and telephones in addition to many other "extras." When the second phase of the $23 million complex is completed, accommodations will total 540 rooms. The three-level garage is already being expanded to include six levels.

The Growth

That's the by-word of Harrah's. Business is conducted 24 hours a day, 365 days a year. It requires a lot of employees to accommodate visitors. There are cocktail waitresses and parking attendants, 21 dealers and cleaning personnel, keno writers and maintenance crews, children's recreation center supervisors and food department employees. The list goes on and on.

When Harrah's Tahoe Hotel opened last November, it created a demand for an even larger work force. Low-cost employee housing was made availabe this year to accommodate the large number of people at Harrah's Tahoe.

In the summer of 1972, Harrah's Tahoe alone, staffed 2,670 employees. In 1973, it was 2,800 and it is anticipated to be 3,100 and maybe more this year. More than 5,500 employees work in both locations.

Harrah's Personnel Department maintains an on-going recruiting program in the Sacramento area. In March and April, one-hundred-thirty-four job offers were made for Reno and Tahoe in visits to the Sacramento Urban League. Representatives from Harrah's Reno and Tahoe plan additional visits to the Sacramento Urban League in May and June to discuss career opportunities with interested parties. (Harrah's present work force is about eleven per cent minority).

The growth potential at Harrah's doesn't stop with the hiring of new employees, however. It continues with that individual's growth within the company.

Harrah's believes in promoting from within. Any job opening at either facility is offered to present employees before the Personnel Department considers outside applicants.

Because of this policy, it's not uncommon to discover that many of Harrah's top management began their careers at entry level positions. One Vice President began as a security officer, another as a cashier and still another as a coin-wrapper.

Growth is an integral part of Harrah's Reno and Tahoe. As a company, it's on the move and it encourages its employees to grow with it.

Harrah's 24-story, 325-room hotel in downtown Reno is one of the best maintained and staffed in the world. The 15,000 square foot Convention Center has handled, as well as attracted, numerous companies who wish to combine business with pleasure at Harrah's.

Come To Harrah's

The Area

The Reno/Tahoe area, where Harrah's hotels and casinos are located, offers the utmost in scenic beauty and recreational opportunities and year around.

Winter snow skiing gives way in the summer months to water skiing and scuba diving in the clear water of Lake Tahoe; snowmobiling into hiking and horseback riding. Tennis and fishing substitute for ice skating.

Vikingsholm, a 39-room mansion built in 1929, is an exact duplicate of a Nordic home in the early 1900's. It is located at beautiful Emerald Bay, one of the most photographed spots at Lake Tahoe.

One can either hike to Vikingsholm, boat over, or see it from the deck of the M. S. Dixie paddle-wheel boat. The Dixie is a popular Tahoe attraction.

On the North Shore of the lake, family fun can be enjoyed at the Ponderosa Ranch of "Bonanza" television fame. The ranch features the Cartwright home, a frontier town, museum, riding stables, saloon and general store.

The sights in Reno, "The Biggest Little City in the World," go on and on. Reno is the home of the world famous Harrah's Automobile Collection. With more than 1,100 cars on display, and more being restored by craftsmen, it's the world's largest and finest automobile museum.

The University of Nevada has one of its two campuses in Reno. Two of its attractions are the atmospherium planetarium, the world's first, and the MacKay School of Mines, one of the finest in the country.

The annual National Air Races are held every September in Reno and this year they'll be on 13-15. The Reno Rodeo, another popular event, will be June 14-23. It's been called the "richest rodeo in the West."

The Truckee River weaves its way through the city, offering a mountain atmosphere within the city limits.

Perhaps the beauty of the Reno/Tahoe area lies in its contrasts. One can leave the majestic mountain scenery of the Sierra and be in the calm, dry beauty of the desert in 45 minutes.

For an added contrast there are numerous ghost towns in the Reno/Tahoe area. The most famous is Virginia City.

Many of the buildings in this gold mining community have been restored and today one can stroll upon the original wood-planked "sidewalks." The Camel Races are one of the special events held in Virginia City each year.

The sights are breathtaking, the weather mild, the recreational opportunities seemingly limitless and the action non-stop.

Come to life in Reno and Lake Tahoe. It's a nice place to visit, and a great place to live.

Majestic Emerald Bay at Lake Tahoe testifies to the great beauty of the Sierra. Crystal clear water and mountain greenery blend in this year around recreation playground. Reno/Tahoe is close to everything, yet far enough away from it all to still be inviting.

At Tahoe
Bill Cosby
Lettermen

Sammy Davis, Jr.
Billy Eckstine

In Reno
The Smothers Brothers
Jaye P. Morgan

Tony Sandler & Ralph Young
Red Buttons

The Reno/Tahoe area is noted for top name entertainment, with Harrah's initiating the concept back in 1959. Since that time, virtually a who's who in show business has appeared on stage at both Harrah's Reno and Tahoe.

Harrah's

Hotels and Casinos
Reno and Lake Tahoe

For more information, contact Reno (702) 786-3232, ext. 338
or Tahoe (702) 588-6611, ext. 484

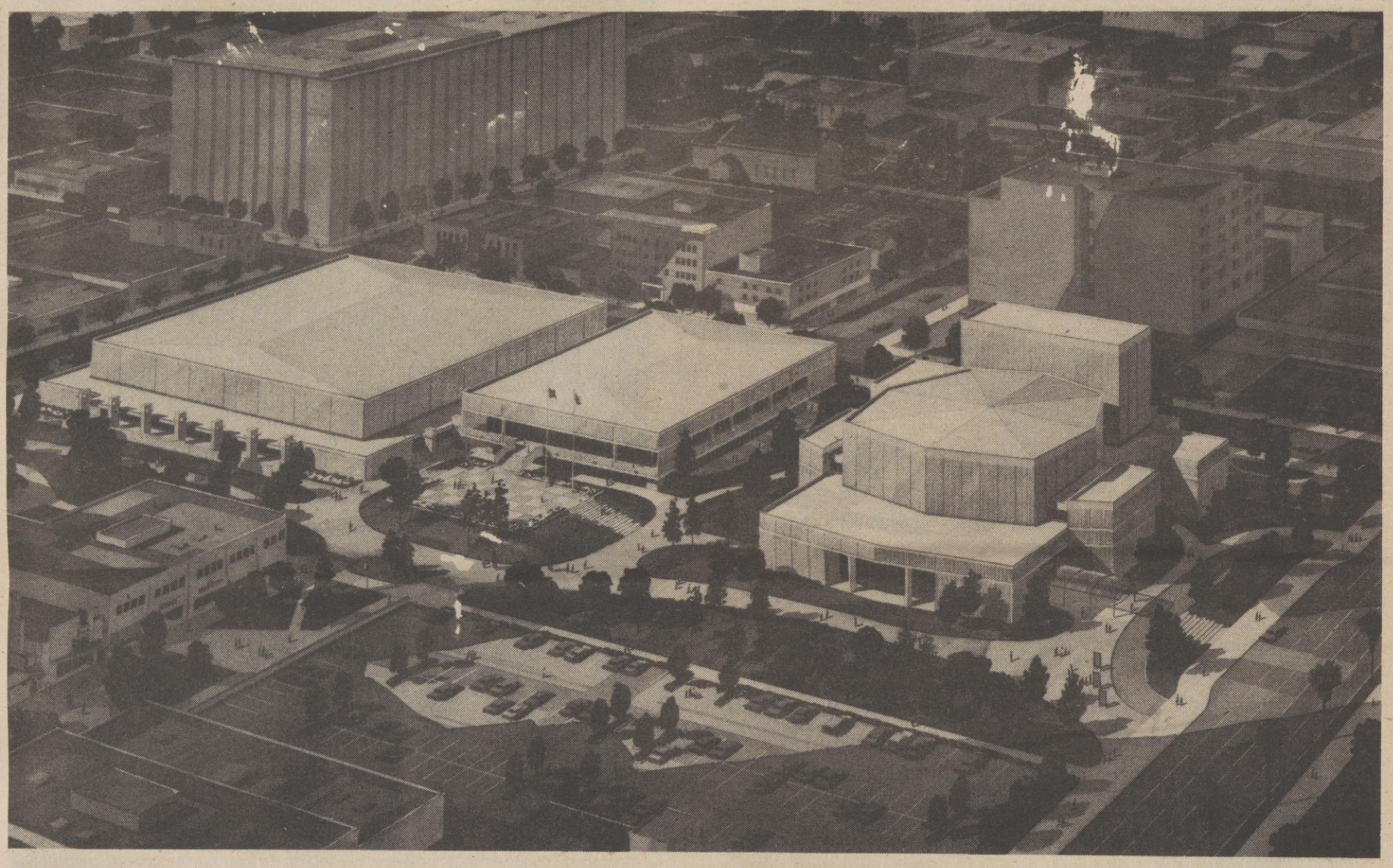
AN EQUAL OPPORTUNITY EMPLOYER M/F

YOU'RE INVITED!

Community/Convention Center

GRAND OPENING

JUNE 29 to JULY 8



Architect's rendering of the new Sacramento Community/Convention Center shows park-like setting of the two-block complex. At left is the Exhibit Hall, with 50,000 square feet of unimpaired display space. In the center is the two-story Activities Building with 10 meeting rooms, kitchen and administrative offices. The Theater, at right, can seat 2,436 persons and is destined to become a center for the performing arts in Sacramento.

The city that brought you the Gold Rush now introduces the finest and the newest convention center in the West. This versatile $20 million complex, located only a stone's throw from the State Capitol, features:

EXHIBIT AREA:
80,000 gross square feet
50,000 unobstructed square feet
50' by 27' stage
Capacity 7,200 (5,000 for dining)
Overhead and floor utilities
Direct truck loading
Catering facilities

ACTIVITIES BUILDING:
10 meeting rooms (capacity 50 to 1,750)
40 to 1,200 for dining
Complete kitchen services
Sound system
Elevator service

THEATER:
Continental - style seating; capacity 2,436
Orchestra, pit, hydraulic lift
56' by 34' proscenium, 54-line stage
Complete lighting and sound control

MEMORIAL AUDITORIUM:
Capacity 4,551
Five meeting rooms, 40 to 4,551
Adaptable for sporting events
Hydraulic main floor

Grand-opening activities include a dedication ceremony at 10 a.m. Saturday, June 29; symphony concerts, ballet, opera, theater, public tours, community fair and trade show.

Come and join us, won't you?

CONVENTION CENTER STATUE

Poseidon -- god of the sea and conqueror of women -- will stand in honored splendor on a rocky pedestal between the Activities Building and the Exhibit Hall at the west side of the new Community/Convention Center.

The seven-foot bronze statue is a gift to the City of Sacramento from Greece. Its base is a circular mound of cobblestones over which water will cascade.

The story of the statue, which is an exact, 840-pound replica of a bronze in the National Archaeological Museum in Athens, dates back to 1968, according to Dr. Stratis C. Zampathas, principal of California Junior High School and a leader in the local Greek community.

That year marked the 50th anniversary of the founding of the Greek Orthodox Church in Sacramento. Local Greeks felt that a monument of some sort would be appropriate to honor the 7,000 young Greeks who came to this area in 1904-07 to work on the railroad.

Negotiations involving the Greek consul in Sacramento, members of the Greek foreign office and other officials were begun. The result of these deliberations is the statue of Poseidon which will be unveiled at a ceremony in June.

Workmen put finishing touches on the interior of the magnificent new theater in the Sacramento Community/Convention Center. First event scheduled for the 2,436 seat facility is a premiere concert of the Sacramento Symphony Orchestra at 8:30 p.m. on opening day, Saturday, June 29.

GRAND OPENING FESTIVITIES

The excitement is mounting throughout the greater Sacramento area as the day for the grand opening of the new Community/Convention Center draws near.

Decades in the discussion and planning stages and for three years in actual construction, the Center will open with an official dedication ceremony at 10 a.m., Saturday, June 29, preceded by a VIP breakfast at 8 a.m.

A three-day Community Fair for non-profit organizations opens that morning and in the evening a formal banquet will be followed by the Premiere Concert of the Sacramento Symphony Orchestra in the new theater.

A great deal of thought has gone into the preparation of the symphony's program for opening night, reports Harry Newstone, musical director and conductor.

The orchestra will open with "Overture: The Consecration of the House," by Beethoven. It was composed in 1822 for the opening of the Josephstadt Theater in Vienna and has been referred to as one of Beethoven's grandest yet least understood works.

It will be followed by Vaughan Williams' "Serenade to Music," and "Four Dance Episodes from 'Rodeo' by Copland. These two numbers reflect Newstone's desire to give the evening an Anglo-American touch. The program will end with Dvorak's majestic "Symphony No. 8 in G."

The concert will be repeated at 3 p.m., Sunday, June 30. The Sacramento Ballet will present "Coppelia," at 8:30 p.m., on Monday, July 1, and Tuesday, July 2. Wednesday is a dark night at the theater. The Sacramento Civic Theater will give "1776" at 8:30 p.m., Thursday, July 4, and Friday, July 5. The series of cultural offerings will conclude with two performances of "An Evening of Opera," by the Sacramento Opera at 8:30 p.m. Saturday, July 6, and 3 p.m. Sunday, July 7.

Tickets for the opening symphony concert will be available at $15, $7.50, and $5. The ticket prices for the opening performances of the ballet, theater and opera have been set at $7, $5 and $3 while the prices for the second performance of all four offerings will be $6, $4 and $2.

Hours for the Community Fair for non-profit organizations are until 9 p.m. on opening day, Saturday, June 29, from noon to 6 p.m., on Sunday, June 30, and from noon until 9 p.m., Monday, July 1.

A trade fair for local business firms and commercial interests opens in the Exhibit Hall at 6 p.m. on Tuesday, July 6. It runs until 9 that night, and again from noon until 9 p.m. Wednesday, July 3, and Thursday, July 4.

During both shows, continuous entertainment will be presented on the Exhibit Hall stage. Admission is free and prizes will be given away during the commercial show.

PIETRO BELLUSCHI, DESIGN CONSULTANT

If the new Community/Convention Center bears the imprint of one man above any others it is that of Pietro Belluschi, internationally-known architect who served as conceptual design consultant to the consortium of four local architectural firms that executed the complex.

Belluschi is a graduate of the University of Rome and Cornell University. He was a practicing architect in Portland, Oregon, from 1925 until 1950 when he became dean of the School of Architecture and Planning at the Massachusetts Institute of Technology.

He retired from MIT in 1965 when he was appointed consulting professor of architecture at the University of Oregon and in 1966 Thomas Jefferson professor of architecture at the University of Virginia. He holds honorary degrees from a number of universities and was appointed by President Truman to the National Fine Arts Commission in 1948.

Belluschi has served as a consultant to the State Department on a number of U.S. governmental buildings abroad. He also helped design the Air Force Academy at Colorado Springs, the Lincoln Center for the Performing Arts in New York City, the National Gallery of Art in Washington, D. C., and the Federal Reserve Banks in New York and Philadelphia. He was an advisor to the government of South Korea and the Maysaysay Foundation in Manila.

He has held a number of positions in the American Institute of Architecture and in 1972 was awarded that organization's highest award, the Gold Medal.

Belluschi is a trustee of the Lahy Clinic in Boston, a fellow of the American Academy of Arts and Sciences, an academician of the National Academy of Design, a fellow of the Danish Royal Academy of Fine Arts, a life member of the National Institute of Arts and Letters and a knight commander of the Republic of Italy.

About the new Center, Belluschi says that it is a most appropriate complex for Sacramento. "It is well-designed, flexible, and modern -- without being modernistic. The complex will look much better as time goes when the shrubs, trees and plants have matured."

"The Theater," he said, "is of almost ideal proporations. It's first-rate for both concerts and theater and the acoustics are among the best."

FIRST CONVENTIONS SCHEDULED

An estimated 1,200 young accordionists will be "doing their thing" during the first convention scheduled for the Sacramento Community/Convention Center.

The occasion is the annual festival of the Northern California Accordion Association July 25 - 28.

Frank Impanna, local spokesman for the group, said that preliminary competitions will be held in the meeting rooms of the Activities Building, climaxing in a spectacular show in the new theater Saturday, July 27. All events will be open to the public.

"We expect accordion players from as far away as Canada," Impanna said. All of them are under 22 years of age. For the first time this year, the event also will include piano and guitar competitions, he said. A special feature will be the selection of a king and queen and their court.

Sam J. Burns, Convention Bureau manager, reported that other major conventions coming to Sacramento during the remainder of the year, include the California-Nevada-Hawaii District of Kiwanis International in August, the State Bar Association in September, the State Grange in October and the National Grange and the Rice Growers Association in November.

MAYOR LAUDS CENTER

The opening this summer of the Sacramento Community/Convention Center is the tangible conclusion of a dream of many years' standing. I have supported, proposed and worked for this structure almost since the day I was first elected to the City Council in 1959.

Dreams are difficult to set to paper but the Community Center is now a soon-to-be reality. The immense benefits of this new venture will accrue to Sacramentans both now and in the future. Obviously, there is the element of civic pride at the very existence of this modern, versatile facility.

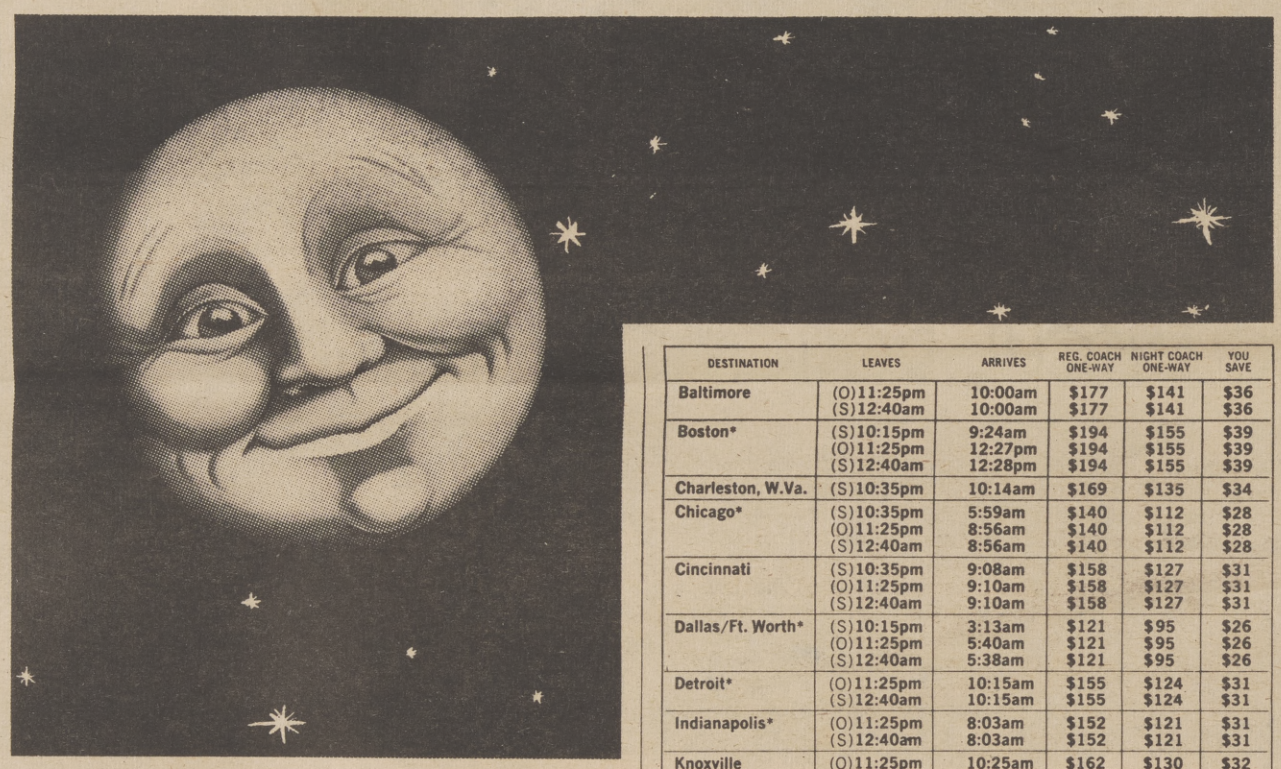
In a purely economic sense, benefits are being realized during construction simply by the expenditure of building funds. But this is only the beginning of the story. The hospitality industry is an ever-growing one, and even with the current fuel situation, that industry and the industries that serve it will spread the convention and visitor dollar throughout this community many times over.

The Center itself will create new jobs, buy many more new jobs will be created by the lodging and food facilities which will be the ultimate result of the Center's presence.

The infinite variety of uses to which the Center may be put will be a source of both pride and financial stability to Sacramento now and years from now.

You take off at night. We take off 20%.

Leave on a Nightcoach flight at selected times after 9:30pm and you'll save 20% over regular coach fares. American has Nightcoach flights going to 19 cities. In fact, American has the most Nightcoach flights out of San Francisco. And there are no lower Nightcoach fares than ours. Call your Travel Agent or American Airlines to make Nightcoach reservations. Remember: Early birds may get the worm, but late birds get 20% off.



The chart tells you where and when you can fly, and how much you can save on a one-way Nightcoach flight.

There are a few things the chart doesn't tell you. So we will:

We have the only direct Nightcoach flights to New York and Chicago. And the only Nightcoach service out of Oakland.

We also have the earliest arrival time to New York (both LaGuardia and Newark).

Flights can be nonstop, through, or connecting.

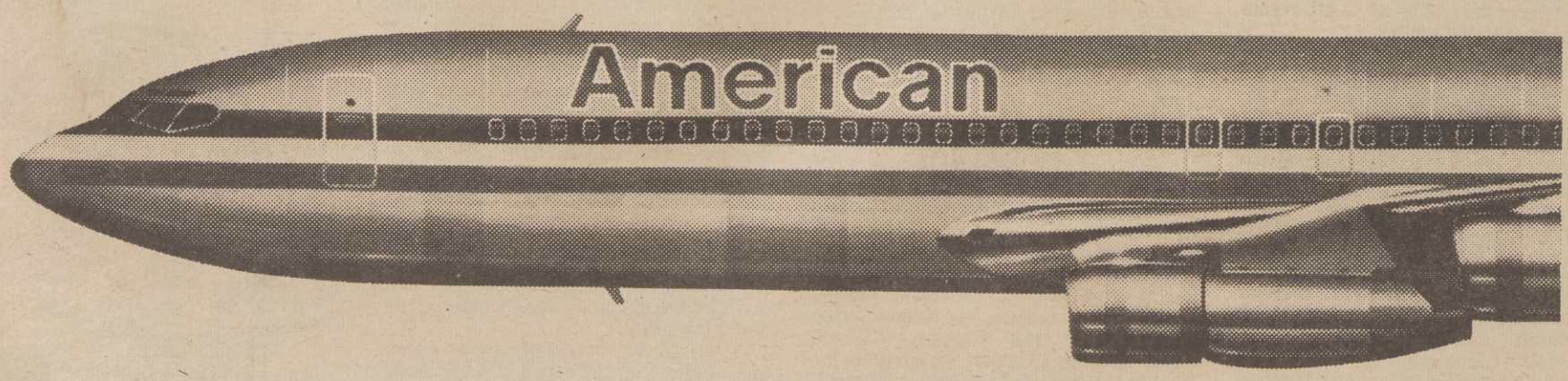
All savings are based on regular coach fares. And all fares include tax, but not the nominal airport security fee that all airlines charge. You can charge your flight on your American Airlines Vacation Credit Card.

We have other low-cost fares besides Nightcoach.

For Nightcoach reservations, call your Travel Agent or American. The number in San Francisco is 433-2000, in Oakland: 834-7353, in San Jose: 287-6670, in Palo Alto: 368-2915.

DESTINATION	LEAVES	ARRIVES	REG. COACH ONE-WAY	NIGHT COACH ONE-WAY	YOU SAVE
Baltimore	(O)11:25pm	10:00am	$177	$141	$36
	(S)12:40am	10:00am	$177	$141	$36
Boston*	(S)10:15pm	9:24am	$194	$155	$39
	(O)11:25pm	12:27pm	$194	$155	$39
	(S)12:40am	12:28pm	$194	$155	$39
Charleston, W.Va.	(S)10:35pm	10:14am	$169	$135	$34
Chicago*	(S)10:35pm	5:59am	$140	$112	$28
	(O)11:25pm	8:56am	$140	$112	$28
	(S)12:40am	8:56am	$140	$112	$28
Cincinnati	(S)10:35pm	9:08am	$158	$127	$31
	(O)11:25pm	9:10am	$158	$127	$31
	(S)12:40am	9:10am	$158	$127	$31
Dallas/Ft. Worth*	(S)10:15pm	3:13am	$121	$95	$26
	(O)11:25pm	5:40am	$121	$95	$26
	(S)12:40am	5:38am	$121	$95	$26
Detroit*	(O)11:25pm	10:15am	$155	$124	$31
	(S)12:40am	10:15am	$155	$124	$31
Indianapolis*	(O)11:25pm	8:03am	$152	$121	$31
	(S)12:40am	8:03am	$152	$121	$31
Knoxville	(O)11:25pm	10:25am	$162	$130	$32
	(S)12:40am	10:25am	$162	$130	$32
Louisville	(O)11:25pm	9:29am	$155	$124	$31
	(S)12:40am	9:29am	$155	$124	$31
Memphis*	(O)11:25pm	7:58am	$141	$113	$28
	(S)12:40am	7:58am	$141	$113	$28
Nashville	(O)11:25pm	8:25am	$154	$122	$32
	(S)12:40am	8:25am	$154	$122	$32
New York*	(S)10:15pm	(L)8:03am	$187	$149	$38
	(O)11:25pm	(E)11:13am	$187	$149	$38
	(O)11:25pm	(L)11:45am	$187	$149	$38
	(S)12:40am	(E)11:13am	$187	$149	$38
Oklahoma City	(O)11:25pm	7:40am	$113	$91	$22
	(S)12:40am	7:40am	$113	$91	$22
Philadelphia*	(S)10:15pm	8:37am	$182	$146	$36
Phoenix*	(S)10:35pm	12:13am	$64	$51	$13
	(O)11:25pm	1:00am	$64	$51	$13
Pittsburgh	(O)11:25pm	10:39am	$165	$132	$33
	(S)12:40am	10:39am	$165	$132	$33
St. Louis	(O)11:25pm	8:03am	$138	$110	$28
	(S)12:40am	8:03am	$138	$110	$28
Washington, DC*	(S)10:15pm	(D)7:42am	$177	$141	$36
	(O)11:25pm	(I)10:00am	$177	$141	$36
	(S)12:40am	(I)10:00am	$177	$141	$36

*Night Coach available on return flight S: San Francisco; O: Oakland departures
L: LaGuardia; E: Newark NY arrivals; D: Dulles; I: Baltimore International: Washington arrivals



National Scene

FAMILY NEWS SUPPLEMENT

The Sacramento Observer

JUNE 1974

EDUCATION OF BLACKS IN AMERICA: A BRIEF HISTORY

THE SAGA OF THE BLACK PROFESSIONAL IN AUTO RACING WILL BE RE-WRITTEN

THE HENRY AARON I HAVE KNOWN . . .

"RIGHT ON, HANK"

© BROWN & WILLIAMSON TOBACCO CORPORATION

Milds, 13 mg. "tar," 0.9 mg. nicotine; Kings, 17 mg. "tar," 1.3 mg. nicotine; Longs, 17 mg. "tar," 1.2 mg. nicotine, av. per cigarette, FTC Report Mar. '74

THE HENRY AARON I HAVE KNOWN...

By Mal Goode
Consultant to National Black Network

"He deserved it. He's the greatest I've ever seen. It's unfortunate he hit against me." These were the words of Cincinnati's pitcher, Jack Billingham at the Riverfront Stadium after Henry Aaron equaled Babe Ruth's record of 714 career home runs Thursday April 4 in his first appearance at the plate in the 1974 season. Since then this lithe, muscular athlete, now forty years of age, has broken the record and seems to be well on his way to putting that record out of reach for another generation or more . . . maybe forever.

For one who has known Henry Aaron since 1954 when he first visited Pittsburgh to play the Pirates as a shy, but determined member of that team from Milwaukee which was destined to win the World Championship three years later, and the National League pennant in 1958, I would like to paraphrase Billingham's words . . . "he's the greatest too, as a man and as one well known Black man in public life who has never lost the common touch, nor has he been affected by his phenomenal success which has placed him in the millionaire class financially. In the past year or two, since it became obvious that barring injury, the Hammer would not only break the immortal "Babe's" record but would put his name in the all-time record books for so many other accomplishments in Baseball, millions of words of praise have been written, thousands have written him personally words of congratulations, and too, the 'sick" have written threats and scathing denunciations for his daring to reduce Ruth's immortality. None of this has changed Henry Aaron.

Over the years I have found him to be a warm, friendly, congenial family man with a primary interest in his children, his parents, his brothers and sisters. Although divorced from the mother of his children, today she occupies one of the most beautiful homes in Atlanta, and no reporter nor friend can charge Henry with ever saying one derogatory thing about Barbara, nor even getting a statement regarding the breakup of that marriage. In an interview last month the first Mrs. Aaron said . . . I will never forget his first homer in the majors. . . . I almost died." Then she told about the record-breaking homer, No. 715. . . . I saw it coming . . . we watched that one on TV. This was a goal he'd been striving for. The children called him and talked to him via a phone in the dugout. They were excited." . . . speaking of Gail, 20, and a Senior in Journalism at Fisk University in Nashville, Tennessee; Hank Jr., 17, Larry 16, and Dorinda, 12 attending private schools in Atlanta. "They don't look at Aaron as if he's a superstar though," she said, "He's just their Dad. They have an identification of their own. . . . I handle them the way I always did. He's still their father. I provide a wholesome home environment for them. They are my only concern."

Although quiet and reserved, Henry Aaron has always had a deep conviction and concern too, about America's bigotry toward Black people. His ambition to change this syndrome of hate has never lessened and even when he was just earning $7,000 a year he was outspoken about the mistreatment accorded Black players. The more he earned, the more famous he became, the closer he moved toward breaking the all-time records, the stronger his statements about the game he loved, and too, about the changes that need to be made to guarantee a Black player the same opportunity as the White player whether it was hotel accommodations, salary, or equitable judgment of a player's ability. I recall the efforts of the late and great sports writer for the Pittsburgh Courier, and later with the Chicago American, Wendell Smith, who initiated the fight for equal housing for Black players in the Spring training camps. Wendel's vitiolic columns in both papers and his biting editorials as a Television Sportscaster in Chicago were followed up with a tour of Florida's training camps by this writer, and the then Courier's Sports Editor, Bill Nunn Jr.* I recall our visiting Bradenton, Florida where the Braves trained, and we found nine of the Black players staying in one home where it was virtually necessary for these players to "line up" to use bath facilities; while White players, some of them rookies who had not made the team, were living at the best hotel in downtown Bradenton, two to a room. They also had available the local golf courses after practice sessions, the swimming pools, the theatres and finest dining facilities. That year the stars of the Braves were Del Crandall, Warren Spahn, Eddie Mathews, now Manager of the Braves, Joe Adcock and Johnny Logan, all White: but the Black stars were Henry Aaron, Juan Pizarro, Felix Mantila, Bill Bruton and Wes Covington. The Black players were certainly not afforded equal accommodations. Nunn and this writer had visited Tampa, St. Petersburg, Fort Myers, Miami and Orlando. Some of the players were hesitant about complaining, fearing retribution from Management, but Henry joined with players like Frank Robinson, Vada Pinson, Brooks Lawrence, Bob Thurman, Elston Howard, Bill White, George Crowe and his teammates, Bill Bruton, Wes Covington and Juan Pizaro in their vow to "remain in the North during Spring training until our accommodations are equal". Two years later, not a single club had segregated accommodations for their Black players and today it is difficult to even believe conditions were so abnormal at one time.

AARON PRESSES FOR SALARY

Most sports fans are not aware that Black professional athletes have usually found it to be a real struggle to obtain comparable salaries to their White fellow players mainly because narrow-minded, and oftimes bigoted Management takes the attitude . . . Where would you make this kind of money if you didn't play for us?" but outspoken players like Henry Aaron have been ready to reply . . . Where would you get someone to do for your team what I've been doing?" I recall the story of Henry going to Milwaukee in January of his upcoming third year with the Braves . . . to discuss salary with then General Manager Quinn. Henry was then living in Mobile. After the usual felicitations, Quinn said coldly . . . "We're going to give you X amount this year . . . take it or leave it!" Henry asked Quinn . . . "Can I use your phone?" Quinn gave permission and Aaron called the airport for a reservation back to Mobile and then asked Quinn . . . "Do I owe you anything for the call?" Quinn suggested . . . "let's talk it over" but Aaron left for the airport and two days later received another Round Trip ticket to Milwaukee for further negotiations and negotiated $7,500 more for that coming year than Quinn offered originally. When he negotiated his last contract for $600,000 . . . $200,000 for three years, Aaron used his leverage to secure an opportunity for his brother-in-law to become an Executive with the Braves organization. Today that brother-in-law is one of the key planners in the organization.

* Nunn is now Ass't Personnel Manager for the Pittsburgh Steelers.

AARON THE ACTIVIST

During his twenty year career in Baseball, Henry has been interviewed by hundreds of reporters, and during the past year as he rapidly approached the Ruth record, he has been followed by reporters, cameras and recorders to catch virtually every word this great athlete said. Although none can accuse Aaron of being discriminatory, he has always enjoyed talking with Black reporters . . . certainly something which cannot be said of many Black stars who have a tendency to forget their racial identity. This writer has been privileged to interview the record breaker many times. In the early days of his career when the Milwaukee Braves visited Pittsburgh to play the Pirates, it was never a problem to get Aaron, Bruton, George Crowe and others to travel to a small 250-Watt station . . . WHOD for such interviews. On one occasion we had a panel of these great stars and they responded to our request willingly. On one occasion I took Aaron, Burton and Covington to an NAACP rally where each one extolled the virtues and values of this noble organization which has done so much over the years to open doors of opportunity for Black Americans. Aaron, like the late Jackie Robinson, Bill White, Frank Robinson, Gayle Sayers, Bill Russell, Maury Wills, Willie Davis, Lennie Moore, Elston Howard and many others, realized someone worked to open the doors for Black professional athletes long before they were born, and they have a respon-

Continued on page 4

NATIONAL SCENE MAGAZINE SUPPLEMENT

JUNE 1974 Vol. II, No. 6

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HENRY AARON

Continued from page 3

sibility to speak out against bigotry in any form, particularly when they have reached the star" status.

AARON WANTS TO SEE A BLACK MANAGER . . . AND SOON

Once Aaron was asked about Black Managers in Baseball and he replied . . . "if you ride in the front of the bus, so to speak, sixteen or seventeen years and when you stop playing, they have no place for you, and you go to the back again, then I don't think baseball has done anything for you." Aaron never misses an opportunity to speak out about this type of bigotry, and the failure to give Black players an opportunity in the front offices when their playing days are over. In our last chat with Aaron at Veteran's stadium in Philadelphia earlier this month . . . in fact two hours before he broke his own record of fifteen grand slam home runs, he talked about many White Managers, past and present, who have failed over and over again while Black players with tremendous skill and personality have been passed over because Baseball owners have lacked the will, the courage, the common decency to open that "sacred door" to Blacks. He listed many men who should be managing now . . . Junior Gilliam, Frank Robinson, Elston Howard, Monte Irvin, Maury Wills, Bill White, John Roseboro adding . . . "To be very frank with you, Mal, I've had a heart-to-heart talk with Commissioner Bowie Kuhn, urging him to use his office to encourage owners to hire Black Managers. He (Kuhn) told me he was working as hard as he could on this" then added . . . "but he probably has repeated that a thousand times." Continuing, Aaron called attention to Ernie Banks and the Chicago Cubs owner Mr. Wrigley who said two years ago that he didn't want to put the pressure of Managing on a nice guy like Ernie Banks, and he also recalled San Diego's reluctance to sign Maury Wills as a Manager because "Maury lacked experience despite his managing in the Mexican league." "Sometimes, Henry said, "I think there's a little hope. I would love to say a Black Manager will be in Baseball next year, but I'm afraid we're as far back now in this matter as we were ten years ago."

AARON FAVOURS PRESSURE FROM VARIOUS GROUPS TO GET BLACKS IN MANAGEMENT

During our talk in Philadelphia, Aaron made no bones about what must be done. "It will take a lot of pressure from the NAACP, Jesse Jackson's organization PUSH, the Southern Christian Leadership Conference, and Black churches. We must call on outside sources to bring that pressure, remembering many of the young Black players are afraid of their jobs and fear speaking out." "After all", Henry added, "Black people spend millions too at ball parks and millions more watch on Television and buy the sponsor's products. Maybe if we start picketing, marching and protesting, the owners will start listening." In that interview the Home Run King was not hesitant, nor did he speak guardedly because he rightly feels, as did Jackie Robinson . . . "yes, baseball has done much for me, but I have done a lot for baseball." This no one can deny.

Alfred di Scipio, President of the Magnovox Consumer Electronics Company and Hank Aaron hold up the baseball with the number 715, the home run Aaron hit this year breaking Babe Ruth's legendary 714 home runs. Aaron has joined Magnavox as a spokesman it was announced by Mr. di Scipio at a press conference in New York.

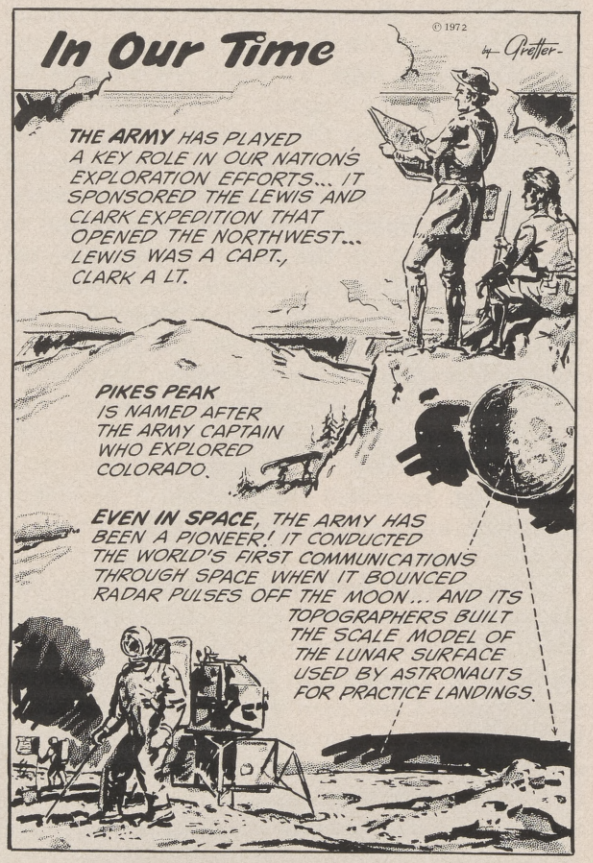
AARON HAD GREAT LOVE AND RESPECT FOR JACKIE ROBINSON

Unfortunately the one man who without question, did the most to make it possible for Henry to reach the pinnacle of athletic fame, Jackie Robinson, did not live to witness the record-breaking feat that warm night in Atlanta, April 8, 1974 . . . but he went to his grave knowing that Henry loved and respected him for all Jackie did to pry those Baseball doors open. This writer remembers so well that sad day in October 1972 at the Riverside Church in New York. Standing in the foyer of Riverside before the services started I said to Henry . . . "Henry, this is a sad day for both of us who knew this great American so well!" His voice, choking with emotion, Aaron said . . . "Yeh, Mal it's so sad and I would have crawled to get here because God only knows where I would be or what I would be doing if it hadn't been for the sacrifices and dedication of Jackie. All of us owe him so much." He recalled best that Jackie wanted the Black rookie players to make good, and for those who would listen, Jackie would give them tips and help them even though he was determined to beat their team when the Dodgers played against them.

Aaron's racial pride never lessened regardless of the increases in salary or the improvement in his material wealth and fame. Throughout his career he constantly tried to make contributions which would improve the lot of Black people and gain for them respect and recognition. Most fans are not aware that in that first game of the season, April 4, Aaron personally appealed to the Cincinnati management to have the fans pause for a moment of silence in memory of Dr. Martin Luther King Jr. who was assassinatd six years before on April 4, 1968. This request was refused. However four nights later when he broke the record his first time at bat in Atlanta stadium before nearly 54,000 fans and watched by an estimated sixty million on Television, the Braves management acceded to Aaron's request and the Morris Brown College choir sang the Negro National Anthem . . . "Lift Every Voice and Sing."

Late in April when the Braves were in Chicago to play the Cubs, Aaron accepted the Rev. Jesse Jackson's invitation to visit the tremendous Saturday morning church session and "rapped" with thousands of young people just hoping to inspire them. Rev. Jackson was lavish in his praise of the great super star for his time and extra effort to help some youngsters who look to him as their idol.

CONTINUED IN NEXT ISSUE


In Our Time
© 1972
4- Pretter-
THE ARMY HAS PLAYED A KEY ROLE IN OUR NATION'S EXPLORATION EFFORTS... IT SPONSORED THE LEWIS AND CLARK EXPEDITION THAT OPENED THE NORTHWEST... LEWIS WAS A CAPT., CLARK A LT.
PIKES PEAK IS NAMED AFTER THE ARMY CAPTAIN WHO EXPLORED COLORADO.
EVEN IN SPACE, THE ARMY HAS BEEN A PIONEER! IT CONDUCTED THE WORLD'S FIRST COMMUNICATIONS THROUGH SPACE WHEN IT BOUNCED RADAR PULSES OFF THE MOON... AND ITS TOPOGRAPHERS BUILT THE SCALE MODEL OF THE LUNAR SURFACE USED BY ASTRONAUTS FOR PRACTICE LANDINGS.

How often do you get two chances at the same four-year scholarship?

This year, for the first time, Army ROTC offers you this opportunity. If you apply for a four-year Army ROTC Scholarship between July 1 and September 1, you may be considered twice.

All completed applications received by September 1 will be considered for an initial 300 four-year scholarships. Winners of these scholarships will be announced on October 15.

If you do not win one of the 300 scholarships, your application is automatically placed in competition for one of the approximately 700 four-year scholarships which will be awarded on April 1, 1975. Failure to win during the early cycle will not adversely affect your application, as the regular selection board will not know that you competed during the early cycle.

Army ROTC Scholarships pay tuition, books and lab fees, and provide a tax-free subsistence allowance of $100 a month, for up to 10 months of the school year. The scholarships may be used at any of the 290 colleges and universities which host the Army ROTC program.

Deadline for all four-year Army ROTC Scholarship applications is December 1. But, if you want to be among those who have two opportunities for a scholarship, get your application completed early. See your guidance counselor now to register for the SAT or ACT tests.

Army ROTC. The more you look at it, the better it looks.

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Tell me more about Army ROTC Scholarships.

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Miss
Mr. _____ Age _____

Address _____

City _____ County _____

State _____ Zip _____

High School Attending _____ Phone _____

College Planning to Attend _____

Social Security Number _____

NAT 4-07

SUMMER TREATS

SCARLET O'HARA PUNCH

¼ cup grapefruit-flavored instant breakfast drink[1]
1 ¼ cups chilled rosé wine
1 package (10 oz.) frozen strawberries[2] in quick thaw pouch, partially thawed
2 bottles (7 fl. oz. **each**) club soda, chilled

Combine instant breakfast drink and wine in small punch bowl; stir until dissolved. Add strawberries and club soda. Garnish with mint springs, if desired. Makes about 5 cups or 10 servings.
Note: Recipe may be doubled, using 1 bottle (28 fl. oz.) club soda, chilled.

CASABLANCA ICE

¼ cup grapefruit-flavored instant breakfast drink[1]
¼ cup sugar
1 cup boiling water
1 cup unsweetened pineapple juice*

Dissolve instant breakfast drink and sugar in boiling water. Add pineapple juice. Pour into an 8-inch square pan. Freeze until ice crystals have begun to form throughout the mixture — about 1 hour. Spoon into chilled bowl; beat until smooth, but not melted. Return to pan and freeze until firm — about 2 ½ hours. Makes about 3 cups or 6 servings.

* Or use pineapple-grapefruit juice, pineapple-pear juice, or lemonade.

Note: Recipe may be doubled.

SODA FOUNTAIN TREAT

1 tablespoon grapefruit-flavored instant breakfast drink[1]
1 bottle (7 fl. oz.) ginger ale, chilled*
1 scoop raspberry sherbet

Measure instant breakfast drink into tall glass. Add part of the ginger ale; stir until dissolved. Add sherbet and remaining ginger ale. Makes 1 serving.

* Or use 1 bottle (10 fl. oz.) lemon-lime carbonated beverage, chilled.

OUR GANG TARTS

1 ¼ cups sugar
¼ cup cornstarch
1 ¾ cups water
3 egg yolks, beaten
¼ cup grapefruit-flavored instant breakfast drink[1]
¼ cup butter
12 baked 3-inch tart shells, cooled
3 egg whites
Dash of salt
6 tablespoons sugar

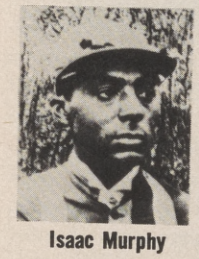
Combine 1 ¼ cups sugar and the cornstarch in saucepan; mix thoroughly. Gradually stir in water. Cook and stir over medium heat until mixture thickens and boils. Boil 1 minute. Stir a small amount of the hot mixture into the egg yolks, mixing well. Return to remaining hot mixture. Continue boiling 1 minute longer, stirring constantly. Remove from heat. Blend in instant breakfast drink and butter. Pour into tart shells.

Beat egg whites and salt until foamy throughout. Add 6 tablespoons sugar, 2 tablespoons at a time, beating througholy after each addition. Continue beating until meringue will form sti/ shiny peaks. Spoon over filling in tart shells, carefully spreading to crust to seal. Bake at 425° for 5 to 10 minutes, or until meringue is lightly browned. Cool before serving. Makes 1 dozen tarts.

1 Tang Instant Breakfast Drink
2 Birds Eye Quick Thaw Strawberries

The Saga of the Black Professional in Auto Racing will be Re-written—

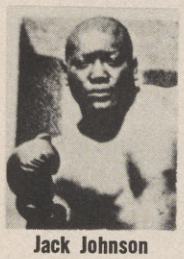
Randy Bethea has eyes on the Indianapolis 500



Isaac Murphy

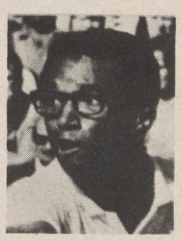
Marshall W. "Major" Taylor

Fritz Pollard



Jack Johnson

Jackie Robinson



Arthur Ashe

Charlie Sifford

The Brown and Williamson Tobacco Company recently announced that the Company will sponsor the auto racing team of Black American Racers. Brown and Williams becomes the first major United States Corporation to sponsor a black auto racing team and these efforts are certain to fill a vacuum which has existed for too long by providing black participation and opportunity for competition in an historical white avante-garde sport.

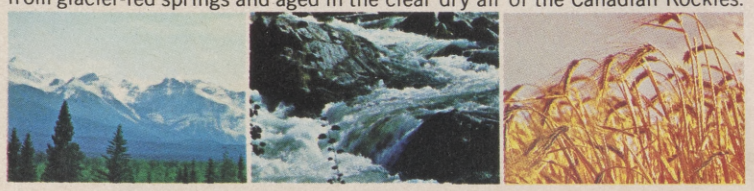
Randy Bethea, the twenty-six year old North Carolina speed merchant will race the "Super Vee" Viceroy Special in twelve sanctioned races by the International Motor Sport Association and Sports Car Club of America under the colorful Viceroy banner. Randy, after the 1974 Daytona race in which he ran 169.38 miles per hour, began testing and driving his first "Super Vee" formula car. The tall, stern faced but easy to smile racer, plans to make auto racing history and join the ranks of such record breaking black super stars as Isaac Murphy, the first man to ride three Kentucky Derby winners; Marshall W. "Major" Taylor, the fastest bicycle rider in the world who won his first National Championship in 1898; Fritz Pollard, Brown University All American and the first black to star and manage a professional football team, the Akron Bulldogs in 1922; Jack Johnson, heavyweight champion of the world in 1908; Jackie Robinson, baseball's immortal whose courage and heroics broke the color barrier in 1946; Chuck Cooper, 1949 basketball star of Duquene University; Arthur Ashe professional tennis star who came to the forefront in 1969; and Charles Gifford, the first black to win a big time Gold Classic in Golf in 1957.

Randy was a consistent qualifying heat winner and often finished in the top ten during 1972. stardom. During his early youth he displayed an interest in mechanics and worked around various garages in North Carolina. "The longer I was around the garage, the more I wanted to learn to

Continued on page 10

Taste Windsor instead.

Taste Canada's smoothest whisky and you may never go back to your usual whisky. Windsor is the only Canadian made with hardy Western Canadian grain, and water from glacier-fed springs and aged in the clear dry air of the Canadian Rockies.



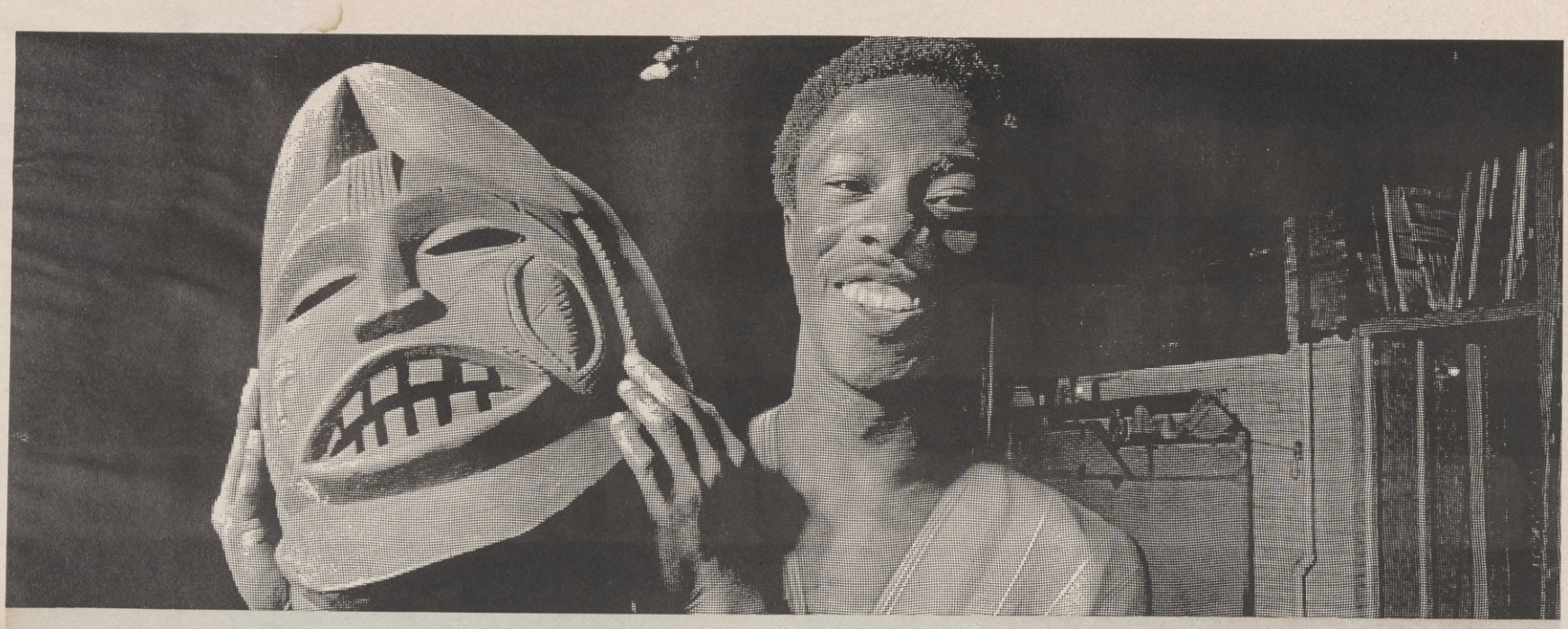
Your friends will enjoy the distinctive difference of their favorite whisky drinks when they're made with Windsor Canadian.

The Windsor Old Fashioned. In a handsome rocks glass muddle: 1 tsp. sugar, 2 dashes bitters, and a splash of club soda. Add 3 ice cubes and pour in 2 oz. Windsor Supreme Canadian Whisky. Decorate with maraschino cherry and orange slice. Swirl entire mixture—gently pressing orange slice to the side of the glass. Serve with pride.

The smoothest whisky ever to come out of Canada!

Very remarkably priced.

CANADIAN WHISKY—A BLEND • 80 PROOF • IMPORTED BY NATIONAL DISTILLERS PRODUCTS CO., NEW YORK



Act natural.

If all the world's a stage, then the kitchen is down front center. It's where you refuel for the many roles you play . . . on stage and off. It's also where Kraft helps you bring out the best in flavor with the favorite, Kraft Barbecue Sauces . . . six flavors in all.

Try Kraft Regular Barbecue Sauce . . . it's a natural choice for sizzling ribs, giving them outdoor flavor even when you cook indoors. And the thick and rich goodness in every bottle seeps slowly into the deep meat of every rib. Ribs your way; Barbecue sauce, the Kraft way. The end performance—very tasty!

And when you're ready there are five more flavors to choose from. Try Kraft Hickory Smoke flavored; Garlic Flavored; Onion Bits; Hot; and Onion Bits Hickory Smoke flavored.

SOUL RIBS N' RABBIT SLAW

3 to 4 lbs. back ribs • ¾ cup Kraft Barbecue Sauce

Place rack of ribs on greased grill, bone side down, 5 to 7 inches from coals. Grill over low coals 30 minutes; turn and grill additional 15 minutes. Turn and grill 30 minutes longer, turning and brushing with barbecue sauce every 10 minutes.

½ cup Kraft Mayonnaise
2 tablespoons vinegar
4 teaspoons Kraft Cream-Style Prepared Horseradish
1 teaspoon sugar
1 teaspoon salt
¼ teaspoon pepper
6 cups shredded cabbage
1 cup shredded carrots
⅓ cup chopped onion

Combine mayonnaise, vinegar, horseradish, sugar, salt and pepper. Pour over cabbage, carrots and onion; toss lightly. Chill. 6 to 8 servings.

The Arts and KRAFT Coalition.

Division of Kraftco Corporation

Education of Blacks in America: A brief history

by CLARENCE HOLTE

Synopsis of previous parts:

The female emigres in 1829 collaborated with the Oblate Sisters of Providence Convent — the first black order of nuns in the United States — to establish St. Francis Academy for Girls. Other local blacks, supported by their churches, also established schools in the city. Prominent among the individuals were: Daniel Coker, Rev. W. Livingstone, and John Fortie.

In a number of northern states, the education of black children became a vested public interest. Anti-slavery acts had been passed and the costs for public schools were assumed largely by the states and benevolent organizations. These schools produced qualified teachers in sufficient numbers to meet the demands of private schools, established and supported the thrifty element of free men of color. Classic examples of the schools were found in Philadelphia and New York City.

The industrial revolution, involving cotton in particular, and the increasing insurrectionary spirit of the slaves hardened the reactionary element. They had always endeavored to prevent blacks from receiving even the rudiments of an education and now they had convincing situations to succeed in their efforts. Slavery was thereby changed from a patriarchal to an economic institution, and enlightened slaves were more dangerous than useful.

State after state in the South, except Maryland, passed stringent laws to keep blacks in ignorance. The pressure these states brought on the North, and the increasing in-migration of blacks cause a number of northern states to pass legislation prohibiting entry of free blacks, and restriction of their education.

PART 2, CONTINUED

THE HOLOCAUST, *continued*

In the South itself, the reactionary legislation enacted by the slave owners in the 1830's prohibited any systematic training of the slaves. Even those who were well-fed, clothed, housed, and treated humanely, were denied the privilege of receiving moral, academic or religious training. Cut off from these sources of enlightenment, the slaves resorted to such undesirable traits as insensibility of heart, lustfulness, stealing and lying. These actions were buttressed as they witnessed illicit relations, forced on their mothers and sisters by the slave masters and overseers who often sold the mulatto offsprings as goods and property. Stealing was permissive, particularly for food, so long as it was not from the plantation where the slave resided. And it was not uncommon for the slave masters or overseers to confiscate and dispose of the stolen goods.

The African instincts of the slaves were further converted by being taught and encouraged to mistreat, malign, and spy on one another. The hatred formented by this strategy was intended to insure that the slaves would never again be able to organize an insurrection or become an influence in society.

The impact of the reactionary movement forced the various denominations of churches in the South to declare their respective position on the question of teaching the slaves to read. This did not represent a problem to the Episcopal Church for the families of the richest slaveholders were the influential communicants and controlled policy. This denomination was the first to recede from advocating such training for the slaves. The Baptists were the next denomination to take this position, and they were followed by the Methodists. The Presbyterians were divided over the issue, and the southern churches of the faith yield to the reactionaries. However, a goodly number of Methodist and Presbyterian churchmen in the mountains of Virginia and North Carolina, and in the states of Kentucky and Tennessee continued to teach the slaves how to read and write.

The Quakers and many Catholics, having labored for several centuries in promoting religion and education among blacks, did not swerve from their course. Their position and efforts, unfortunately, had very little effect on the problem because they did not live in communities which had a large black population, except in Maryland and Louisiana where many Catholics lived, and in Pennsylvania which had a sizable Quaker population. Furthermore, members of these denominations were denied access to the slaves in the other southern states even as missionaries.

Some of the slaveholders who considered themselves Christians had a high sense of duty to humanity. They were impelled to find a way to provide the slaves with a semblance of religious training. In this connection, the idea of oral instructions was advanced. Since it was not formalized training that would enable the slaves to learn how to read and write, the idea was legally acceptable, but it was by no means palatable to the slaveholders in general.

Since black preachers and others from the northern states were prohibited from holding religious services of any kind, the slaves were dependent upon a few benevolent white clergymen in their communities. This experience was new to these ministers since most of them knew little about the inner thoughts of the slaves. As a consequence, their oral instructions were not effective, and the sinful habits of the blacks, incident to the institution of slavery, were continued unabated.

The procedure for providing oral instructions to the slaves took several forms on plantations which permitted it. In some few instances, slaves were permitted to attend prayers for the slaveholders' family. The privelege was more common however for them to congregate for evening prayers conducted by themselves under the surveillance of a number of white people. The slave chosen as the leader, if he could read, would read a passage from the Scriptures, then begin to sing a hymn which the other slaves picked up. In instances when no slave could read, an articulate one would be chosen to speak, basing his remarks on the extent of his memory on some portion of the Bible. The rest of the meeting would be devoted to individual prayers and singing of favorite hymns, developed chiefly from experiences and the desire for consolation.

Since it became increasingly obvious that oral instructions for the slaves needed to be readjusted, organized and standardized, prominent southern churchmen endeavored to do the job. Among them were: Bishop William Meade of the Protestant Episcopal Church, Bishop William Capers of the Methodist Episcopal Church, and Rev. Charles C. Jones, a Presbyterian minister. Each of these influential churchmen had differing ideas regarding the purpose and extent to which the slave should be trained.

Bishop Meade, a native of Virginia, was a graduate of Princeton, an institution which produced a number of leaders who fought the institution of slavery. After his ordination, he spent much of his time preaching to slaves on fifteen plantations in his state, meeting with them twice a day. He became an early champion of colonization for the slaves, and advocated literary training and emancipation for them. Later in life, he qualified his position to relate training only to the colonization scheme which he felt would solve the problem of slavery.

Bishop Capers, also a southerner, was opposed to training the slaves as a preparation for emancipation. He endeavored to prove that slavery was ordained by the Bible, and that it was a state matter, entirely inappropriate to the church, except for exhorting slaveholders to be good masters, and the slaves to be obedient.

Rev. Jones, also educated at Princeton, lived in Georgia and was a worker and not a theorist on the problem of slavery. He accepted the institution as a fact and endeavored to alleviate the sufferings of the slaves through spiritual cultivation of their minds, particularly the most ignorant class of slaves. He advocated racial integration in the churches as a means for creating kindlier feelings and strengthening a bond of union between the master and slave.

The different points of views by these prominent clergymen reflected the nature of the climate

Continued on page 10

Education

Continued from page 9

during the second quarter of the nineteenth century. James C. Birney, William E. Channing and William Jay, son of the first Chief Justice of the United States were among others who became deeply involved in the controversy which seemed impossible of solution.

Discouraging as the conditions prevailed for training of the slaves through public effort, the situation was not hopeless in the private sector. Some enterprising slaveholders disregarded the reactionary laws and public opinion to reward or use bright slaves in businesses requiring an elementary education. The prohibiting laws were not equally enforced in all of the slave states. Therefore, teachers, black and white, were not always prosecuted, whether the pupils were slaves or free.

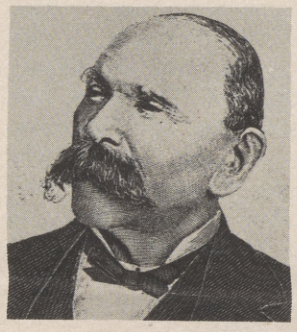
Since religious instructions were the primary means through which slaves could obtain a semblance of education, they almost worshipped the Bible and manifested great anxiety to read it. Many southerners braved the scorn of public opinion and prosecution to teach slaves to read the Scriptures. Among them was Andrew (Stonewall) Jackson who became the seventh president of the United States. As a professor at the Military Institute in Lexington, Virginia, he taught a class of them in a Sunday-school.

As violations of the reactionary laws magnified, interest to have them repealed increased. The Evangelical Society of the Synods of Virgina and North Carolina, and the Presbyterians of Alabama and Georgia, as a matter of record, advacated the training of slaves. The Synod in Kentucky went even further in proposing a plan for instructions and emancipation of the slaves. It appeared that the literary method, employed to teach slaves to read and write during the seventeenth and eighteenth centuries, might soon be revived.

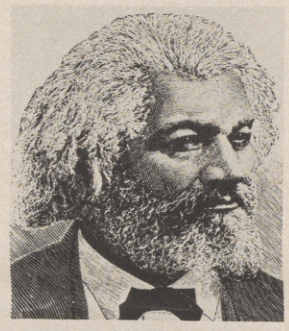
Although statistics do not exist for measuring the educational loss imposed by the reactionary laws, Carter G. Woodson states that, from his research, it is safe to assume that 10% of the black adult population in 1860 — slave and free — had the rudiments of an education. This percentage, however, was much less than it was in 1825.

The struggle of slaves for education is the most dramatic social occurrence in this era of American history. Self-education was the only route available to most of them, and this meant picking up knowledge here and there, wherever it could be found. Other avenues were from contact and observations, particularly by domestic workers; through occupations which were themselves enlightening; through other slaves whose attainments were unknown to their slaveholders; from slipping stealthily into back streets to study under a private teacher; from slaveholders' children whom they accompanied to school; and from liberal slaveholders who took it upon themselves to teach their favorite slaves anything they wanted to know.

A few of the men whose education began in the manner stated and who later distinguished themselves were: Robert Harlen, born in Virginia in 1816 but was taken with his family to Kentucky when he was eight years old. As slaves in the family of James Harlan, father of John M. Harlan who became an associate justice of the United States Supreme Court, Robert was taught the elements of education by the slaveholder's children. He pursued a business career and became wealthy, then entered and succeeded in politics, declining several foreign consulships and other posts to work as a special agent-at-large for the Post Office Department, and later as a special agent of the Treasury Department; the well-known and revered Frederick Douglass was taught to read by the wife of his slave master; Ira Aldridge, the Black Tragedian who heads the roster of black actors, picked up knowledge, including German, from his associates in Maryland where he was born in 1804. About 1826, he was brought into contact with Edmund Kean, the noted actor who hired him as his manservant. With Kean's assistance, Ira learned the craft and everything required to become the most celebrated Shakespearian actor of the 19th century; Martin R. Delaney was taught to read and write by itinerant peddlers from the North who provided him with a primer and spelling books in exchange for rags and old pewter. Delaney, born in Virginia in 1812, gained prominence as a physician (Harvard trained), as the first black explorer to Africa, and as the first black commissioned officer in the Army of the United States.



Robert Harlan



Frederick Douglass

Ira Aldridge (as 'Othello')

Martin R. Delaney

Other men who were able and priveleged to circumvent laws and public opinion designed to keep them ignorant and submissive could be added, but space does not permit it.

CONTINUED IN NEXT ISSUE

Sources: The Education of the Negro Prior to 1861, by Carter Goduin Woodson, 1919
An Enquiry Concerning the Intellectual and Moral Faculties, and Literature of Negroes, by H. Gregoire, 1810
American Negro Slave Revolts by Herbert Aptheker, 1943
The Chronological History of the Negro in America, by Peter M. Bergman, 1969
The Secret City, by Constance M. Green, 1967

Clarence L. Holte is a retired marketing executive and the foremost of contemporary collectors of books about black people.

Saga of the Black Professional in Auto Racing—

(From left to right) Ron Hines, Randy Bethea, Robert Pittman, Len Miller, and Mo Campbell.

Continued from page 7

drive a race car." His ambitions were to see him enter his 1955 Ford in the Hobby Division at Smokey Mountain Raceway in Tennessee during the 1967 season. Three years later he drove a 1963 Falcon in the Championship Smokey Mountain Raceway Hobby Division.

Randy was a consistent qualifying heat winner and often finished in the top ten during 1972. He was the first black to qualify in the 1973 Nashville Speedway Late Model Sportsman race by winning the pole position.

Randy is lead racer for Black American Racers, Inc. BAR was formed in 1969 by Leonard W. Miller to compete in American and International Auto races, create an awareness and interest for auto racing in the Black community and design special programs for greater involvement by blacks in auto racing.

Miller's racing career began in 1953 as a mechanic's helpér at modified car races in the Philadelphia and Baltimore areas. He began competing in drag car races throughout the Eastern U.S. during 1963. These experiences acquainted him with other black auto racers throughout the United States. Len Miller also played an instrumental role in sponsoring Benny Scott in the 1972 Formula 5000 Series and 1973 Formula "Super Vee" Gold Cup Series, Cayle Peak in the 1973 British Professional Formula Ford Series and other black drivers in drags races throughout the East. The saga of the black professional in auto racing will be re-written.

Brown & Williamson has made it possible through its sponsorship of the Black American Racers, Inc. and the "Viceroy Special" to re-write the saga of blacks in professional racing. Randy and Black American Racers, Inc. are looking forward to the challenges of the lucrative Indianapolis 500. Good luck Randy.

Budweiser

GENUINE GENUINE

BEER-B-CUE SAUCE

In saucepan combine:

1 cup Budweiser Beer	3 tablespoons Worcestershire sauce
1/2 teaspoon salt	1 teaspoon dry mustard
1 cup catsup	1 teaspoon paprika
1/3 cup vinegar	1/2 teaspoon chili powder
1/3 cup brown sugar	

——— Bring to boil. Cook and stir five minutes. ———

Add 1 medium onion, thinly sliced; 1/2 lemon, thinly sliced.

Spoon or brush sauce over ribs, burgers, chicken, etc.

Serve with pride and plenty of cold Bud®!

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America's Favorite Cigarette Break.
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18 mg. "tar," 1.2 mg. nicotine, av. per cigarette, FTC Report, Mar. '74.